

May 22, 2007
SOFTBANK MOBILE Corp.

New Mobile Handset Lineup for Summer 2007

-Series of "style" focused handsets to appear-

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son, hereinafter "SBM") announced the launch of 12 new 3G models for the summer 2007 sales season, beginning in early June.

The summer handset lineup revolves around the keyword "style". The lineup includes world's first* "full-face, full-slide" type "One Seg" digital TV compatible handset in which all buttons such as the dial, start and quit buttons are embedded on the backside case of the display. Another example of the drastic pursuit of style is the ultimate complete coordination model which allows one to enjoy the worlds' first* 240 million different variations of handset body color, coordination panels, illuminations and screen designs.

While focusing on style, the lineup will also offer handsets abundant in innovation, fine quality and individuality. It includes Japan's first** a luxurious clamshell model using titanium and the "Windows® Keitai", the first smart phone in Japan*** with Windows Mobile® 6 as operating system (OS).

In addition, models in collaboration with internationally popular characters such as "HELLO KITTY" and "SNOOPY" will also appear.

Please refer to the appendix for the details of the new handsets.

* As of May 22, 2007 among the top 5 mobile handset manufactures in the world and mobile handsets sold in Japan (according to ROA Group).

** As of May 22, 2007 among mobile handsets using titanium in the upper body, available on the Japanese telecommunication network (according to TOSHIBA CORPORATION).

*** As of May 22, 2007 among mobile handsets sold in Japan, with Windows Mobile® Standard Edition and Professional Edition (according to SBM).

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- As of May 22, 2007 voice roaming is available on GSM networks in 173 countries and regions, internet access roaming in 100 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 42 countries and regions, internet access roaming in 41 countries and regions and video call roaming available in 27 of them.
- Windows is an abbreviation for the Microsoft Windows operating system.
- Microsoft, Windows, and Windows Mobile are registered trademarks of Microsoft Corporation in the U.S. and other countries.
- SOFTBANK, the SOFTBANK name and logo are registered trademarks or trademarks of SOFTBANK CORP. in Japan and other countries.

<Models and main features>

Model	Main features	Availability
912SH (by Sharp)	Segmented display of mail or web while watching "One Seg" digital TV can be enjoyed, AQUOS Mobile with 3.0-inch wide VGA LCD. "3G High Speed" compatible	Early June
FULLFACE 913SH (by Sharp)	By sliding the display the lower case with embedded buttons appears. World's first ^{*1} "full flat, full slide" and "One Seg" digital TV compatible handset. "3G High Speed" compatible	Late July
912T (by Toshiba)	"One Seg" digital TV can be enjoyed optimally outdoors, with 2.8-inch "Wide Clear Screen". Slim body including a 3.2 megapixel camera. "3G High Speed", "S! FeliCa", "S! GPS Navi" compatible	Early August
810P (by Panasonic Mobile Communications)	New kind of slide-type model using the "flat slide" mechanism, making the handset as easy-to-use as a straight model. Fits into a pocket or bag easily, 12.9mm thin slim body	Mid June
805SC ^{*2} (by Samsung Electronics)	World's slimmest ^{*3} slide-type "One Seg" digital TV compatible handset at 13.5 mm. "3G High Speed" compatible	Mid June
GENT 812SH _s (by Sharp)	Big font letter types, simple menu, easy to understand and push buttons. Stylish handset optimal for senior-citizens	Late July
814SH (by Sharp)	Elegant glitter texture design. Easy-to-use arc-ridge keys ^{*4} , colorful high resolution VGA LCD. "3G High Speed" compatible	Early July
815SH (by Sharp)	Strong glittering presence and metal design. PC site browser displays PC sites clearly on high resolution VGA LCD. "3G High Speed" compatible	Early July
816SH (by Sharp)	Slim & compact slide-type handset. Menu functions can be used and received mails can be checked easily while handset is closed. Combination of simple and smart functionality. "3G High Speed" compatible	Early September
814T (by Toshiba)	Japan's first ^{*5} clamshell model using titanium in the upper body. A luxurious slim body of only 12.9mm thin, with 2 megapixel auto focus camera. "S! FeliCa" compatible	Early July
fanfun 815T (by Toshiba)	The ultimate complete coordination mobile available in 12 colors with 300 coordination genuine panels and 30 types of illuminations making the world's first ^{*1} 240 million different variations possible	Mid July
X02HT (by HTC)	Japan's first ^{*6} straight type of smart phone in Japan with Windows Mobile [®] 6 as OS. QWERTY keyboard ^{*7} and finger trace and tap "JOGGR" functionality similar to touch pads on note PCs. "3G High Speed" compatible	Late July
X01T (by Toshiba)	Japan's first ^{*6} with Windows Mobile [®] 6 Professional Edition as OS. A smart phone compatible with "3G High Speed", 3.0-inch wide VGA LCD with touch panel capabilities and fingerprint identification functionality	Mid August

*1 As of May 22, 2007 among the top 5 mobile handset manufactures in the world and mobile handsets sold in Japan (according to ROA Group).

*2 "SoftBank 805SC" was announced on January 25, 2007 as part of the spring models.

*3 As of May 22, 2007 among W-CDMA mobile handsets (according to Samsung Electronics).

*4 Keys designed in the shape of a U-line for ease of use considering the angle and surface of the finger when pushing the keys.

*5 As of May 22, 2007 among mobile handsets using titanium in the upper body, available on the Japanese telecommunication network (according to TOSHIBA CORPORATION).

*6 As of May 22, 2007 among mobile handsets sold in Japan, with Windows Mobile® Standard Edition and Professional Edition (according to SBM).

*7 Keyboard alignment standard used globally, the six letters on the second line from the above left corner spell out "QWERTY".

- AQUOS is a registered trademark of Sharp Corporation.
- FeliCa is the contactless IC card technology developed by Sony Corporation.
- FeliCa is a registered trademark of Sony Corporation.
- 3G High Speed, S! GPS Navi, PC Site Browser are registered trademarks or trademarks of SOFTBANK MOBILE Corp.