

June 7, 2007  
SOFTBANK MOBILE Corp.

## **“White Plan” Customers Exceed 5 Million**

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son) announced that the number of applications for “White Plan” has exceeded five million on June 7, 2007. “White Plan” was introduced on January 16, 2007, the number of applications for the price plan exceeded four million on May 3, 2007 and a little more than one month after that the five million mark was broken.

“White Plan” is a simple price plan with a monthly basic charge of 980 yen (incl. tax). It offers free domestic voice calls\* between SOFTBANK MOBILE users from 1:00 to 21:00, and for domestic voice calls other than those it offers a tariff of 21 yen/30 sec (incl. tax)\*. In addition, messaging between SOFTBANK MOBILE 3G handset users is all free of charge\*\*.

“Double White” was also introduced on March 1, 2007 as a discount service exclusive for “White Plan”, with a 50% off domestic call tariff of 10.5 yen/30 sec (incl. tax). “Double White” has a monthly charge of 980 yen (incl. tax) and offers 50% off domestic video call and 64K digital data communication. On top of that, “White Family 24” is now available from the June 2007 billing month\*\*\* as a family discount service of “White Plan”. This service offers free domestic voice calls\* between family members for 24 hours, which will make the use of SOFTBANK MOBILE services even more convenient to those family members.

\* Not applicable to video calls, 64K digital communication and international services.

\*\* For messaging with non-SOFTBANK MOBILE handset, communication charge will be required, and subscription to S! Basic Pack (monthly charge of 315 yen, incl. tax) is also required. For messaging to overseas, communication charge will be required.

\*\*\*“White Family 24” will be automatically applied from the June 2007 billing month for those users who are already subscribing for Family Discount under White Plan. Application date will differ by the billing closing date. The billing periods for the June 2007 are as follows: May 11 to June 10 for users whose closing date is 10<sup>th</sup> of every month, May 21 to July 20 for users whose closing date is 20<sup>th</sup> of every month, June 1 to June 30 for users whose closing date is the last day of every month.

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