

August 13, 2007
SOFTBANK MOBILE Corp.

3G Subscribers Top 10 Million Mark

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son, hereinafter "SOFTBANK MOBILE") announced that the number of subscribers to SOFTBANK MOBILE 3G service surpassed the 10 million mark on August 11, 2007, approximately 4 years and a half since its launch in December 2002.

SOFTBANK MOBILE has made efforts toward its 4 major challenges; "3G network enhancement", "3G handset enrichment", "enrichment of mobile content", and "enhancement of sales structure". The 3G subscriber growth and improvement in the user-friendliness of the mobile environment is attributed to the expansion in handset lineup, now including thin and colorful models, the introduction of "Yahoo! Keitai", and roll-out of 46 thousand base stations which was accomplished on August 1, 2007.

SOFTBANK MOBILE will continue to work on these 4 challenges to offer more convenient and satisfactory service to its customers.

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