

October 22, 2007
SOFTBANK MOBILE Corp.

New Mobile Handset Lineup for Winter 2007

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son, hereinafter 'SBM') announced the launch of 10 new 3G models for the winter 2007 sales season, beginning in mid November.

The winter handset lineup revolves around a 'PREMIUM' theme; it offers handsets with premium designs and functionalities. The lineup includes the worlds' thinnest* One Seg compatible handset, of approximately 12.9 mm, with an exceptional design and texture using high quality stainless-steel; an 'AQUOS Mobile' equipped with a 3.2-inch full wide VGA LCD, the largest** in Japan; and a 5-megapixel camera handset equipped with digital camera-like functionalities such as xenon flash, 3x optical zoom, face recognition auto focus etc. Various special models such as the 'CHAR AZNABLE'S CUSTOM Mobile' featuring the popular 'Mobile Suit Gundam' character 'CHAR AZNABLE' in its' design are offered.

Also, the usability and color variations of two of SBM's popular models have been expanded to further improve the lineup.

Please refer to the appendix for the summary of the new handsets' features.

* As of October 22, 2007 among One Seg compatible handsets (according to ROA Group).

** As of October 22, 2007 among mobile handsets sold in Japan (according to ROA Group).

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- As of October 22, 2007 voice roaming is available on GSM networks in 179 countries and regions, internet access roaming in 105 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 43 countries and regions, internet access roaming in 42 countries and regions and video call roaming available in 35 of them.
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<Models and main features>

Model	Main features	Release schedule
920SH (by Sharp)	'AQUOS Mobile's slimmest-ever model at approximately 18 mm mounted with Japan's largest* ¹ 3.2-inch full wide VGA LCD. SoftBank's 4th generation AQUOS Mobile offering One Seg on a 16:9 full widescreen. The first-ever AQUOS Mobile supporting international roaming.	Mid Nov.
PHOTOS 920SC (by Samsung Electronics)	Can be called a digital camera in itself, mounted with a 5-megapixel 3x optical zoom camera with a xenon flash and face recognition auto focus functionalities. Equipped with an organic EL display that shows photos clearly even when outdoor.	Late Dec.
920T (by Toshiba)	Equipped with a 3-inch wide VGA LCD 'Clear Screen' allowing comfortable One Seg viewing even when outdoor. Mounted with 1GB memory and a One Seg timer recording function* ² that readily allows recording of One Seg programs anytime.	Mid Dec.
820P (by Panasonic Mobile Communications)	Easy-to-use one-push open function, mounted with a 2.8-inch wide QVGA LCD. Equipped with 'WaveTileKey [®] ,' a keypad with raised buttons that allows extremely comfortable text entry.	Mid Nov.
MIRROR 821P (by Panasonic Mobile Communications)	Full mirror style with a mirror panel that reflects subtly changing colors from different view angles. Slim, easy-to-open and stylish one hand operability through the adoption of the 'One-Push Open' function.	Mid Nov.
THE PREMIUM 820SH (by Sharp)	Made of a high-quality stainless-steel material trimmed into a no-nonsense form maximizing the metallic texture, available in eight color varieties. A premium model with a slim body of approximately 13.4 mm mounted with One Seg.	Early Dec.
THE PREMIUM 821SH (by Sharp)	World-slimmest* ³ One Seg compatible handset of approximately 12.9 mm. A beautifully-designed premium model of high-quality stainless-steel in a hairline trimmed design.	Early Dec.
822SH (by Sharp)	AQUOS Mobile's lightest-ever model at approximately 120g. Approximately 18 mm slim body mounted with a 3-inch wide QVGA LCD that allows comfortable viewing of One Seg programs.	Mid Dec.
913SH G TYPE-CHAR (by Sharp)	'CHAR AZNABLE'S CUSTOM Mobile' featuring 'CHAR AZNABLE', a popular character of 'Mobile Suit Gundam', in its' design. A battery charger cradle in the shape of MS-06S ZAKU II's head is included.	Early Dec.
GENT 812SH s II (by Sharp)	Even more friendly-to-use model of GENT, which has been well accepted for its easy-to-read big letters and easy-to-understand simple menu screen.	Mid Dec.
812SH (by Sharp)	Four additional color variations of 812SH, the mobile phone industry's first* ⁴ model with twenty color variations through collaboration with PANTONE, Inc.	Mid Dec.

*1 As of 22 October, 2007 among mobile handsets sold in Japan (according to ROA Group).

*2 Background recording is not available.

*3 As of 22 October, 2007 among One Seg compatible handsets (according to ROA Group).

*4 As of 8 February, 2007 (according to SBM).

- AQUOS Mobile is a registered trademark or trademark of Sharp Corporation.
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