

December 25, 2007
SOFTBANK MOBILE Corp.

'White Plan' Customers Exceed 10 Million

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son) announced that the number of applications for 'White Plan' has exceeded 10 million on December 22, 2007. The achievement comes approximately eleven months after the price plan was introduced on January 16, 2007.

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 free of charge**.

'Double White' was also introduced on March 1, 2007 as a discount service exclusive for White Plan, and the number of applications for this service exceeded 3.23 million of even date, and this number is growing smoothly. Double White is the service which provides 50% off domestic call tariff of 10.5 yen/30 sec (incl. tax) with 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 Plan Family Discount 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 Call, 64K Digital Data Communication and Global 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.

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- White Plan, Double White and S! Basic Pack are registered trademarks or trademarks of SOFTBANK MOBILE Corp.
- SOFTBANK, the SOFTBANK name and logo are registered trademarks or trademarks of SOFTBANK CORP. in Japan and other countries.

<Reference: 'White Plan' history>

Date*	Topic
January 5	Announcement of a new price plan, 'White Plan' (Started providing White Plan on January 16)
January 25	Announcement of 'Double White', a discount service exclusive for White Plan (Started providing Double White on March 1)
February 5	White Plan customers exceeded 1 million
March 5	White Plan customers exceeded 2 million
March 31	White Plan customers exceeded 3 million
May 3	White Plan customers exceeded 4 million
May 9	Announcement of 'White Plan Family Discount 24', a family discount service of White Plan (Started applying the discount from the June 2007 billing month)
June 7	White Plan customers exceeded 5 million
July 8	White Plan customers exceeded 6 million
August 12	White Plan customers exceeded 7 million
September 17	White Plan customers exceeded 8 million
October 29	White Plan customers exceeded 9 million
December 22	White Plan customers exceeded 10 million

*All are in 2007.