

January 24, 2008
SOFTBANK MOBILE Corp.

SoftBank Launches 3G Prepaid Service

Service to launch from February 4, in conjunction with introduction of 'Unlimited Mail'

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son; hereinafter 'SBM') announced that it will introduce 3G Prepaid Service from February 4, 2008.

SoftBank Prepaid service is a service which has been offered to 2G with the characteristics of 1) convenient for short period users or users mainly for receiving calls since it does not require a basic monthly charge, and 2) the service is safe for kids and elderly people because it prevents overuse. In addition to the said characteristics, SBM will offer 'Unlimited Mail' (application required) for 3G Prepaid Service customers, which enables customers to enjoy as much mails as they want for maximum 30 days with 300 yen (incl. tax). Moreover, as a unique service for 3G, SBM will offer Video Call on 3G Prepaid Service which enables customers to talk while seeing each other's face.

Along with the 3G Prepaid Service launch, SBM will sell a light and compact model of 'SoftBank 705Px' (manufactured by Panasonic Mobile Communications Co., Ltd) as 3G Prepaid Service capable handset together with prepaid USIM card at SoftBank shops, SoftBank Online shop, major convenience stores, etc. Prepaid card (3,000 yen or 5,000 yen) will be available for both 2G and 3G Prepaid Service, and the methods available for top-up will remain the same.

Please refer to the attached appendix for details of 3G Prepaid Service.

- ends -

- Bluetooth® functions are not guaranteed to wirelessly communicate with all Bluetooth® devices.
- Bluetooth is a registered trademark of Bluetooth SIG, Inc.
- microSD is trademark of SD Card Association.
- S! Mail, and Sha-mail are registered trademarks of SOFTBANK MOBILE Corp.
- Yahoo! and the Y! logo are registered trademarks or trademarks of Yahoo! Inc. (U.S.A.).
- SOFTBANK, the SOFTBANK name and logo are registered trademarks or trademarks of SOFTBANK CORP. in Japan and other countries.

<SoftBank 3G Prepaid Service>

1. Characteristics

- (1) No basic charge required Amount of purchased prepaid card (3,000 yen or 5,000 yen) can be used for voice and data communication.
- (2) Prepaid Prevents overuse making it safe for kids and the elderly people.
- (3) 'Unlimited Mail' Messaging service will be available as much as customers want to use for maximum 30 days with 300 yen (incl. tax, application required). Not only SMS, but S! Mail and email (incl. emails to other carriers) are also available. Sha-mail can also be used!
- (4) Others Video Call and International Call Service are also available without any application. By topping up prepaid card (3,000 yen or 5,000 yen), service will be continuously provided.

2. Charges

(1) Call / Communication charge

Domestic voice call	9 yen (incl. tax) / 6 sec.
Domestic Video Call	16 yen (incl. tax) / 6 sec.
Messaging ('Unlimited Mail')	300 yen (incl. tax) / max. 30 days (refer below)
Data Communication (64K digital)	16 yen (incl. tax) / 6 sec. (same as Video Call)

- * Tariff set by each country and region will be used for the charge of International Call and International Video Call.
- * Yahoo! Keitai, Global Roaming Service, and optional services (incl. Voice Mail, Call Transfer, Call Waiting, Multi-party calling) are not available.
- * Exclusive site for mail address change or spam mail block setting is available for 'Unlimited Mail' customers.

(2) Specification of Unlimited Mail

Charge / Usage period	300 yen (incl. tax) / maximum 30 days
How to apply	Dial '1400' from 3G Prepaid Service handset. (Requires remaining card balance of more than 300 yen)
To continue	Automatically updated if remaining card balance is more than 300 yen when the valid period of the Unlimited Mail expires.
Usage period (maximum 30 days)	- If usage period of remaining balance is less than 30 days at the time of application or update, usage period of card balance will be given priority over 30 days period. - Able to use for a 30 days period by topping up during usage period of remaining balance.
Expiration of usage period	Service expires if remaining balance is insufficient to update (less than ¥300), or the valid period of card balance expires.
Reuse / termination / inquiry for usage status	Able to operate by dialing '1400' from 3G Prepaid Service handset.

- * Only SMS is available for V801SH, and SoftBank X series.
- * Sending International SMS and sending and receiving of International S! Mail (MMS) are not available.

3. Service launch

February 4, 2008

4. Reference

About 'SoftBank 705Px' (manufactured by Panasonic Mobile Communications Co., Ltd)

Easy-to-carry, light and compact model. One-push open model, and able to operate with one hand.

Main functions	2.2-inch QVGA LCD, 2.0 megapixel CCD camera, Video Call, Bilingual menu, microSD™ card (sold separately), Bluetooth®, IrDA
Size (Width x Height x Thickness)	Approx. 50 x 101 x 14.8mm (when folded, excluding projections)
Weight	Approx. 103 g
Continuous talk time / Standby time	Approx. 190 min. / 350 hrs. (when folded)
Color variation	Black, Silver, White