

February 12, 2008
SOFTBANK MOBILE Corp.

'White Plan' Customers Exceed 11 Million

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son; hereinafter 'SBM') announced that the number of applications for 'White Plan' has exceeded 11 million on February 8, 2008. The achievement comes approximately a month and a half after surpassing the 10 million mark on December 22, 2007.

White Plan is a simple price plan with a basic monthly charge of 980 yen (incl. tax). It offers free domestic voice calls* between SoftBank handsets 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 3G handsets is free of charge**.

As a discount service for White Plan customers, SBM introduced 'Double White' and 'White Plan Family Discount 24' which have been well received by customers. Starting from February 1, 2008, SBM has started to receive an application for a new discount service for students, 'White Plan Student Discount'***. This new service allows school students to enjoy White Plan with free of basic monthly charge for 3 years upon subscription. Furthermore, 'Unlimited Packet Discount' is available with 0 yen to 4,410 yen/month (incl. tax), and White Plan Student Discount customers can also enjoy 'Content Student Discount Club' which gathers a variety of content with free of information charge (only communication charge required).

The number of applications for 'Double White' exceeded 3.68 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 basic monthly charge of 980 yen (incl. tax) and offers 50% off domestic Video Call and 64K Digital Data Communication tariff of 18.9 yen/30 sec (incl. tax). In addition, White Plan Family Discount 24 is also available 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 SBM services even more convenient to those family members.

SBM will further strive to provide service which meets customer needs and offer more convenient environment for usage of SoftBank handsets and services.

* Not applicable to Video Call, 64K Digital Data Communication and Global Services.

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

*** Application for White Plan Student Discount should be submitted by May 31, 2008. It requires the subscription to White Plan, S! Basic Pack and Unlimited Packet Discount at the time of application. An applicant or user has to be a student and submit the necessary documents designated by SBM.

<'White Plan' history>

Date	Topic
January 5, 2007	Announcement of a new price plan, 'White Plan' (Started providing White Plan on January 16, 2007)
January 25, 2007	Announcement of 'Double White', a discount service exclusive for White Plan (Started providing Double White on March 1, 2007)
February 5, 2007	White Plan customers exceeded 1 million
March 5, 2007	White Plan customers exceeded 2 million
March 31, 2007	White Plan customers exceeded 3 million
May 3, 2007	White Plan customers exceeded 4 million
May 9, 2007	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, 2007	White Plan customers exceeded 5 million
July 8, 2007	White Plan customers exceeded 6 million
August 12, 2007	White Plan customers exceeded 7 million
September 17, 2007	White Plan customers exceeded 8 million
October 29, 2007	White Plan customers exceeded 9 million
December 22, 2007	White Plan customers exceeded 10 million
January 21, 2008	Announcement of a discount service for students, 'White Plan Student Discount' (Started providing White Plan Student Discount on February 1, 2008)
February 8, 2008	White Plan customers exceeded 11 million

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