

March 21, 2008  
SOFTBANK MOBILE Corp.

## **'White Plan' Customers Exceed 12 Million**

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son; hereinafter 'SBM') announced that 'White Plan' subscription applications exceeded 12 million on March 20, 2008. The achievement comes approximately a month and a half after surpassing the 11 million mark on February 8, 2008.

White Plan is a simple price plan with a basic monthly charge of 980 yen (including tax). It offers free domestic voice calls\* between SoftBank handsets from 1:00 to 21:00, and for domestic voice calls outside that time and with others it offers a tariff of 21 yen (including tax) per 30 seconds\*. In addition, mail exchange 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. In addition, SBM has started to accept applications for 'White Plan Student Discount'\*\*\*, a new discount service for students, and 'White Plan Corporate Discount 24', a new discount service for corporate customers launched on February 1, 2008 and March 1, 2008 respectively.

White Plan Student Discount allows students to enjoy White Plan free of basic monthly charge for 3 years upon subscription. Furthermore, 'Unlimited Packet Discount' is available with 0 yen to 4,410 yen (including tax) per month, and White Plan Student Discount customers can also enjoy 'Content Student Discount Club' which gathers a variety of content free of information charges (only communication charges are required).

White Plan Corporate Discount 24 provides corporate customers who subscribe under the same contract name 24 hours of free voice calls (domestic call) between registered handsets by applying as one group (maximum of 10 lines). On June 1, 2008, SBM will introduce 'White Plan Corporate Discount 24 Plus', a new menu for White Plan Corporate Discount 24, which eliminates the upper limit of number of lines to be registered to the group for an additional monthly charge of 924 yen (including tax) per line.

The number of applications for Double White exceeded 4.14 million of even date, and this number is growing steadily. Double White is a discount service that provides 50% off on the domestic call tariff of 10.5 yen (including tax) per 30 seconds with a fixed monthly charge of 980 yen (including tax) and offers 50% off domestic 'Video Call' and '64K Digital Data Communication' tariffs of 18.9 yen (including tax) per 30 seconds. In addition, White Plan Family Discount 24 is also available as a family discount service for White Plan that offers free domestic voice calls\* between family members for 24 hours.

SBM will further strive to provide services that meet customer needs and offer an environment of greater comfort and convenience for SoftBank handset usage.

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

\*\* For mail exchange with non-SoftBank handsets, communication charge will be required, and subscription to S! Basic Pack (monthly charge of 315 yen including tax) is also required. For using International Messaging Service, the regular 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 must be a student and submit necessary documents as designated by SBM.

## &lt;SoftBank 'White Plan' history&gt;

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
February 22, 2008	Announcement of a discount service for corporate customers, 'White Plan Corporate Discount 24' (Started providing White Plan Corporate Discount 24 on March 1, 2008)
February 28, 2008	Announcement of 'White Plan Corporate Discount 24 Plus', a new menu for White Plan Corporate Discount 24 (Started providing White Plan Corporate Discount 24 Plus on June 1, 2008, planned)
March 20, 2008	White Plan customers exceeded 12 million

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