

Press Release

SoftBank to Extend the Application Period of 'White Plan Student Discount'

Application period for new subscription is to be extended to September 30

TOKYO, May 26, 2008 --- SOFTBANK MOBILE Corp. (hereinafter 'SBM') announced that it will extend the application period of 'White Plan Student Discount', a discount service for students, for new subscription to September 30, 2008, as the service has been well received since its launch on February 1, 2008.

White Plan Student Discount is a service that combines the popular 'White Plan' (basic monthly charge of 980 yen, including tax), 'Unlimited Packet Discount' (fixed monthly charge of from 1,029 yen to 4,410 yen, including tax), 'S! Basic Pack' (monthly charge of 315 yen, including tax) and 'Content Student Discount Club', a portal for White Plan Student Discount subscribers. For White Plan Student Discount subscribers, the basic monthly charge of White Plan becomes free of charge for 3 years upon subscription and the fixed monthly charge of Unlimited Packet Discount will be from 0 yen to 4,410 yen (including tax) for 3 years upon subscription. In addition, Content Student Discount Club becomes available free of information charges (only communication charges are required).

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

- ends -

- White Plan 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.