

Use 'iPhone 3G' From Minimum ¥2,990 a month!

Concerning Revision of Packet Flat-rate Full, Offering Two Ceilings Plan

TOKYO, Aug 5, 2008 --- SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son; hereinafter 'SBM') announces that in order to make Apple's iPhone™ 3G, which has been very well received since its launch on July 11th, available to an even larger public it will revise the 'Packet Flat-rate Full'. The revision will add two ceilings to the 'Packet Flat-rate Full' fixed charge (¥1,695-¥5,985), which will vary according to usage. The revised plan will be applied from the usage of August 2008 on. After this revision one can enjoy iPhone 3G, from minimum ¥2,990 a month.

<Content of Revision>

Before revision Packet Flat-rate Full fixed charge ¥5,985/month

After revision Packet Flat-rate Full fixed charge ¥1,695-¥5,985/month ※Packet communication charges ¥0.084/packet

< Image of iPhone 3G Subscribers' Minimum Monthly Payment >

	Before revision	⇒	After revision
White Plan (i) basic monthly charge	¥980	⇒	¥980
Packet Flat-rate Full fixed charge	¥5,985	⇒	¥1,695
S! Basic Pack (i)	¥315	⇒	¥315
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Total	¥7,280	⇒	¥2,990

This revision for ¥2,990-¥7,280 a month, iPhone 3G users can enjoy unlimited domestic voice calls between 1:00 and 21:00 to SoftBank handsets, 24 hours free sending/receiving of mail to all operators, unlimited use of packet communication such as web browsing and video services and map services as much as they like on iPhone 3G.

Moreover, in answer to customer feedback such as 'I want an iPhone 3G but cannot find it in stores' and 'I would like it to be more available' SBM will start accepting iPhone 3G reservations from August 6, 2008 10:00 AM (in the stores that offer it) in order to ensure that customers can purchase it.

*1 Packet Flat-rate Full can be applied to all 3G handset models including the X Series.

*2 For customers who have already subscribed to Packet Flat-rate Full the revised pricing will be automatically applied from the usage of August 2008.

* The date on which the revision will be applied depends on each customer's billing closing date. The August usage month is as follows. Closing date 10th: from July 11th, closing date 20th: from July 21st, closing e/o month: from 1st

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<Reference: Packet usage with 'Packet Flat-rate Full'>

