

Press Release

## SoftBank Reduces Manual Sizes to Lessen Environmental Impact

**TOKYO, November 18, 2008** --- SOFTBANK MOBILE Corp. is currently working on reducing paper usage as part of its environmental efforts. Manuals for 'AQUOS Mobile FULLTOUCH SoftBank 931SH' and 'SoftBank 930SH', latest models for the winter 2008 sales season, have been slimmed-down to one-third the size of manuals for preceding models to promote further reduction of paper use. Further descriptions which are not included in the manual will be available on the SoftBank website.

### 1. New initiative

Effort	Summary	Launch	Result
Manual size reduction	Mainly describes frequently-used basic operations and newly added functions <sup>*1</sup>	Nov. 2008	Approx. 67% reduction

This initiative is scheduled to be applied to virtually all models to be launched in spring 2009 and thereafter.

### 2. Existing initiative

Effort	Summary	Launch
E-Billing	Introduced 'Online Bill Information' instead of traditional paper-based bills <sup>*2</sup>	Oct. 2006
E-Application	Introduced electronic application system using stylus-operated PC instead of traditional paper-based application form <sup>*3</sup>	Oct. 2006
Scaled down package	Scaled down package by half <sup>*4</sup>	Jul. 2007

\*1 Detailed manual will be available on the SoftBank website (free download) or through the customer center or online shop upon request. For those who request one through the customer center or online shop, a bound manual (Japanese only) will be available at the customer expense.

\*2 This service started from the October 2006 billing month, and is available as a basic service for all individual customers from April 2007.

\*3 This service is available only at certain shops.

\*4 Scaled down dramatically from the former size (155mm x 102mm x 220mm) to the new size (138mm x 70mm x 192mm).

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