

Press Release

SoftBank Introduces 'White Plan Student & Family Discount'

Basic monthly charge of 'White Plan' to be 490 yen for 3 years!

TOKYO, February 2, 2009 --- SOFTBANK MOBILE Corp. (hereafter 'SBM') announced that it will introduce a new campaign, 'White Plan Student & Family Discount' that offers 50% off on the basic monthly charge of 'White Plan' to 490 yen (including tax) for the first 3 years upon new subscription for students (enrolled in elementary schools to vocational schools, universities) and their family members. The campaign runs from February 3, 2009 to March 31, 2009.

1. Campaign description [for 3 years (37 months) upon new subscription]

- Basic monthly charge of White Plan: 490 yen (including tax)

2. Eligibility

<Students>

- New application to SoftBank 3G service accompanied by handset purchase required
 - An applicant or user must be a student and submit a certificate of student status as designated by SBM
- * In case of over-the-counter sales, an in-person visit by the student is necessary.

<Family members>

- New application to SoftBank 3G service accompanied by handset purchase required at the time or after (by the end of March 31, 2009) when a student applies for White Plan Student & Family Discount
 - Application for 'White Plan Family Discount 24' with the student applies for White Plan Student & Family Discount required
- * In case of over-the-counter sales, an in-person visit by the family members is necessary.

3. Application period: February 3, 2009 to March 31, 2009

In addition, student subscribers of White Plan Student & Family Discount will be able to enjoy 'Content Student Discount Club,' a portal providing a variety of content popular among students including 'Tada-Melody,' 'Tada-Komi' (e-comic), 'Tada-Hon' (e-book) and Chaku-Uta[®] with free of information charges (only communication charges are required).

- * After a lapse of 3 years (37 months), the regular basic monthly charge of White Plan (980 yen including tax) will be applied automatically.
- * Customers can apply for White Plan Student & Family Discount with iPhone 3G and Disney Mobile handsets.
- * Definition of 'student' related to White Plan Student & Family Discount is customers are enrolled in schools which satisfy requirements designated by SBM, such as elementary schools or above with an educational period of more than 12 consecutive months and the number of admission and graduation periods are fixed at less than twice a year.
- * Content Student Discount Club is NOT available with iPhone 3G, some SoftBank handsets such as X Series and Disney Mobile handsets.

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- iPhone 3G may be configured to work only with the wireless services of a single wireless operator.
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