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Toward “MEP”: Mobile E-mail Portability

In order to offer “Mobile E-mail Portability,” in which consumers can keep their mobile e-mail addresses even when they change carriers, Japan Communications Inc. (JCI) applied to NTT DoCoMo Inc. (DoCoMo) for a connection with DoCoMo’s packet switching equipment used for i-mode mobile wireless devices (see JCI disclosure, “Japan Communications Moves Toward Offering Data Communication Services Through Mobile Phones,” dated July 31, 2007). On August 8, 2007, JCI submitted similar applications to KDDI Corporation and SoftBank Mobile Corp.

JCI will offer Mobile E-mail Portability together with a subsidiary established today, TANGO Communications Inc. (hereafter, Tango; JCI is releasing a separate announcement about Tango today; see “Announcement Regarding the Establishment of a Subsidiary”). JCI will use its structure as an MVNO¹ to offer mobile e-mail services, while JCI will act as an MVNE² to support Tango.

1. Background

The number portability system that was introduced for mobile phones last November allows users to keep the same phone number when they change carriers. However, users cannot carry their e-mail addresses over to the new carrier. Data communication through mobile phones has become as popular as voice over mobile, and there is great demand among consumers to switch carriers without changing their mobile e-mail addresses.

¹ An MVNO (Mobile Virtual Network Operator) utilizes the wireless network of an existing MNO (Mobile Network Operator) to provide a variety of services.

² MVNEs (Mobile Virtual Network Enablers), based on contracts with MVNOs, support the business structures of MVNOs (excluding those businesses that independently develop or operate their own wireless stations).

See “Guidelines Concerning Applications of the Telecommunications Business Law and the Radio Law Pertaining to Mobile Virtual Network Operators (MVNOs),” Ministry of Internal Affairs and Communications, revised February 13, 2007.

This is an UNOFFICIAL English-language translation of the original Japanese-language version. To the extent that there are discrepancies between this translation and the original version, the original version shall be definitive.

By establishing an interconnection with each mobile carrier's packet communication network, JCI plans to provide a convenient, independent service that will allow users to change carriers but still continue to use the same mobile e-mail address as before.

2. "Mobile E-mail Portability" service offering

To offer this type of service, it is necessary to establish an interconnection with each mobile carrier. This can only be accomplished by an MVNO in an intermediary relationship with the carriers. JCI currently offers PHS data communication services for PCs and other devices, and will now be positioned to offer MVNO services to more than 100,000,000 mobile phones.

As announced July 31, 2007, JCI will offer data communication services through mobile phones as an MVNO. As an MVNE, JCI will support Tango's mobile e-mail service offering.

3. Mobile e-mail services through Tango

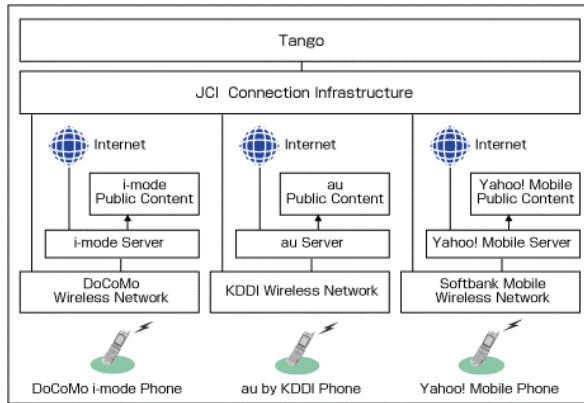
As an MVNO, Tango will offer e-mail services through the address [username]@tangomail.jp that will allow the same mobile e-mail to be used even after changing mobile phone carriers. For example, by adjusting their phone's application connectivity settings, DoCoMo mobile users would be able to switch their mail access point from i-mode to Tango, and use DoCoMo e-mail functions to send and receive Tango mail. Also, even after changing mobile carriers, customers will still be able to use the same e-mail address by implementing similar settings on the new mobile phone.

Service is planned to start once interconnections have been completed with mobile carriers, and service with DoCoMo is estimated to start within approximately four months. The Tango service will be offered for free. Service registrations will be available in the Tango region starting September 1, and nationwide service registration will be possible via the Web starting October 1.

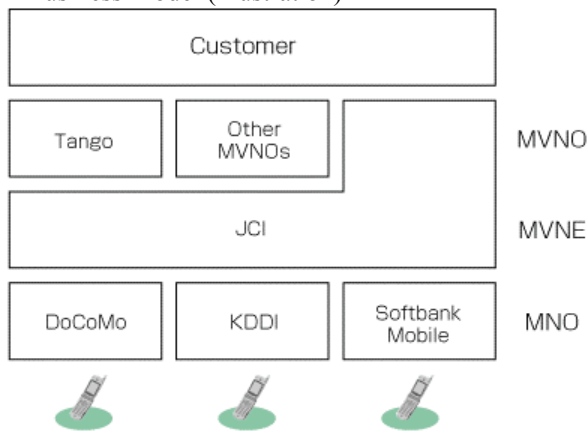
4. Impact on future earnings

It is possible that this service will have an impact on sales or profits this fiscal year. If the impact is found to be highly significant, further notification will be made.

■ “Mobile E-mail Portability” Architecture (illustration)



■ Business Model (illustration)



About JCI

Japan Communications Inc. (JCI) was the first to introduce the Mobile Virtual Network Provider (MVNO) business model to the world in 1996. JCI, a publicly listed company in Japan (JPN-9424), is the first and the largest data MVNO in the world. It has pioneered wireless data solutions, which address particular needs of specific customers both in consumer and enterprise markets. Operating as an integrator of wireless and fixed network services with information technology, it is the leading provider of end-to-end wireless data solutions.

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