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Japan Communications Inc.

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Sony's VAIO P Series “Pocket Style PC” to Adopt JCI's MoshiMoshi Doccica

Japan Communications Inc. (JCI) today announced that its MoshiMoshi Doccica, which includes Mobile VoIP service, will be embedded in Sony Corporation's (SONY) new VAIO P Series “Pocket Style PC”, as announced separately by Sony today. The new “first of a kind” product will be available from SONY's official “SONY STYLE” e-commerce site and at SONY partner retailers.

The new VAIO P Series model will have a designated model as the “JCI Package Model.” This model will be aggressively advertised at the top of the VAIO P Series webpage in the SONY STYLE website. The “JCI model” VAIO will come with an embedded 3G module, 3G SIM card inserted and the MoshiMoshi Doccica software preloaded. The customer will not have to contract with a carrier or set up the VAIO. Everything will be ready for the customer to surf the Internet, or make IP phone calls “out of the box.”

MoshiMoshi Doccica is a dual network service offering Internet access via both 3G and WiFi hotspots. Users may connect through JCI's approximately 15,000 WiFi hotspots nationwide, when in a WiFi zone and through the NTT Docomo FOMA® 3G network elsewhere. Customers may purchase a specially selected Bluetooth wireless headset from SONY STYLE and use the VAIO P Series as a mobile IP phone to make and receive calls in Japan and anywhere in the world. JCI Mobile VOIP service uses official 050 prefix to identify the VAIO P Series formally as a IP telephone device.

The “JCI Package Model” VAIO P Series comes included with 360 minutes of usage time without additional cost. When this time is exhausted, customer can purchase additional time using a pay-as-you-go “Charge” system. This easy to use interface to “refresh” the VAIO is also ready use with a click of a button. The VAIO P Series customer only pays for the connectivity that they use, avoiding unnecessary and expensive “all-you-can-use” data packages offered by carriers, which bills the customer whether the service is used or not.

In the past, a PC without software applications was just a box. Today, a PC without Internet-access is just a box. The “JCI model” VAIO P Series is the result of SONY and JCI cooperation to develop a

product where Internet connection is an integral part of the product, where connectivity is presumed to be as available as air.

JCI Founder and CEO, Dr. Frank Seiji Sanda, remarked:

“SONY, the market leader for mobile PCs, has created a product which makes the Internet as accessible and ubiquitous as the air we breathe. I am very happy that SONY and JCI cooperated so closely in achieving this vision. “JCI Package Model” VAIO P Series truly represents convergence of the telecommunications and computing industries. It is a clear example of what is required in various products in the cloud-computing era. This product represents a major step towards the achievement of next-generation Internet.”

* FOMA is a registered trademark of NTT DOCOMO, INC.

About JCI

Japan Communications Inc. (JCI) was the first to introduce the Mobile Virtual Network Operator (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 a telecommunications carrier, JCI integrates wireless and fixed network services with information technology. JCI provides end-to-end wireless data solutions utilizing NTT docomo, Inc.’s HSDPA and Willcom Inc.’s PHS networks as well as a multitude of fixed-line carrier networks.

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