



FOR NEWS RELEASE

August 15, 2006

Contact:

Emiko Komatsu (Ms.)
KDDI America, Inc.
212-295-1247
komatsu@kddia.com

KDDI America Launches Mobile Service in the U.S.

New York, NY –KDDI America, Inc. (Shigeru Minatani, *CEO*) announces the launch of a mobile service operation in the U.S., starting from October 2006 under a brand name *KDDI Mobile*.

KDDI Mobile will offer an array of wireless services to suit the diverse needs of the Japanese market in the U.S. Convenient and reliable prepaid plan will be available to tourists and short-term visitors from Japan, while postpaid service will be equipped with a rich range of plans, including exclusive offers, such as unlimited International calls to Japan. *KDDI Mobile* plans to establish its market-base in the U.S. by catering the needs and wants of the Japanese residents in the U.S.

KDDI Mobile customers will also enjoy a unique line of reliable, *real-time* in-language services in Customer Support, Roadside Assistance and Translation Services that will be accessible anywhere, anytime from their wireless phones.

To challenge the U.S. mobile market, *KDDI Mobile* will bring over ‘Japanese standard’ to the U.S. Details of the project are yet to be defined, but Japanese SMS (*Short Message Service*) and more advanced and dynamic cellular contents are in the scope of the project.

The larger strategy of *KDDI America* is to develop its market presence in the US Asian ethnic market. As its first step, *KDDI Mobile* will extend its market reach to Korean and Vietnamese markets by a joint effort with various marketing partners that have a pre-established presence and knowledge of their ethnic market.

■ **Summary:**

Service Name: KDDI Mobile
Planned Launch Date: October, 2006 (As of now)
Service Area: U.S. Region (License in Hawaii pending)

■ **Customer Inquiries:**

KDDI Mobile Customer Support Center (Phone: 1-800-504-9545)

■ **KDDI Mobile URL:** <http://www.kddimobile.com>

For more information, please contact: Emiko Komatsu (komatsu@kddia.com or 212-295-1247).