

## Strategic Handset Partnership

Vodafone Group Plc 10 March 2005 10 March 2005 VODAFONE AND TOSHIBA ANNOUNCE STRATEGIC 3G HANDSET PARTNERSHIP Vodafone and Toshiba today announced a strategic partnership to market a range of exclusive 3G handsets in Europe, Australia, Japan and New Zealand. Building on their partnership in Japan, where Toshiba is one of the leading suppliers of handsets to Vodafone KK, this expanded relationship marks Toshiba's entrance into the European mobile phone market. The companies will work together to market a range of exclusive 3G handsets starting in the second quarter of 2005. The first handset to be made available under the new relationship is the Vodafone TS 921, a high tier multi-functional, tri-band device complete with a 1.9 Megapixel camera with auto focus. Peter Bamford, Chief Marketing Officer of Vodafone said: "Toshiba is one of the largest electronics manufacturers in the world and a significant player in the Japanese mobile market. By building on our existing relationship and experience with Toshiba in Japan, as well as our existing partnerships with some of the world's leading handset manufacturers, we can offer our customers an even greater range of exclusive Vodafone live! with 3G enabled handsets." Chikahiro Yokota, Corporate Vice President, President and CEO for Toshiba Corporation's Mobile Communications Company, one of Toshiba's in-house companies said: "Vodafone's commitment to making 3G a reality across the world makes them an ideal partner for Toshiba as we enter the 3G handset market." The Vodafone TS 921 will be on show on the Toshiba and Vodafone stands at CeBIT in Hannover, starting 10 March 2005. - ends - Notes for Editors: Vodafone TS 921: □ 1.92 Megapixel camera, with auto focus □ 2.4 inch display □ Triband 900, 1800, 1900 □ Video output □ High-quality Mpeg4 format □ SDTM expandable memory card □ 360hrs standby □ 320min talktime Pictures of the device are available from the Vodafone Group website: [www.vodafone.com](http://www.vodafone.com) (c) Vodafone Group 2004. Vodafone is a trade mark of the Vodafone Group. Other product and company names mentioned herein may be the trade marks of their respective owners. For further information: Toshiba Vodafone Group Chris Bignell Simon Lewis European PR and Advertising Manager Group Corporate Affairs Director Tel: 07786 335193 Tel: +44 (0) 1635 673310 Email: [chris.bignell@toshiba.co.uk](mailto:chris.bignell@toshiba.co.uk) Harvard PR Investor Relations Charlotte West/Louise Matthews Charles Butterworth Tel: 0208 759 0005 Darren Jones Mob: 07967 678315 Tel: +44 (0) 1635 673310 Email: [toshibamobile@harvard.co.uk](mailto:toshibamobile@harvard.co.uk) Media Relations Jon Earl Janine Young Emma Conlon Tel: +44 (0) 1635 673310 Tavistock Communications Lulu Bridges Tel: +44 (0) 20 7920 3150 About Toshiba Corporation Toshiba Corporation is a leader in the development and manufacture of electronic devices and components, information and communication systems, consumer products and power systems. The company's ability to integrate wide ranging capabilities, from hardware to software and innovative services, assures its position as an innovator in diverse fields and many businesses. Toshiba has approximately 161,000 employees worldwide and annual sales of over US\$55 billion. About Vodafone Vodafone is the world's largest mobile community, with equity interests in 26 countries and Partner Networks in a further 14 countries, serving over 151 million proportionate customers. Vodafone's global consumer service offering, Vodafone live!, opens up a world of mobile colour communication, bringing news, information, email, chat, location-based services, games and shopping to customers' mobile devices. This information is provided by RNS The company news service from the London Stock Exchange

admin

Strategic Handset Partnership

447527

A

Thu, 03/10/2005 - 07:01

Company Announcement - General

VOD