

Okinawa Cellular Telephone Company
 Mobile Service Fact Data 2011

	1Q of FY2011 (Apr.2011-Jun.2011)	2Q of FY2011 (Jul.2011-Sep.2011)	3Q of FY2011 (Oct.2011-Dec.2011)	4Q of FY2011 (Jan.2011-Mar.2012)	FY2011 (Apr.2011-Mar.2012)
Number of Subscribers(as of End of the Quarter)					
Total Cellular Phone Subscribers	526,200	530,600	538,000		
Increase	5,100	4,400	7,400		
Ezweb Subscribers(as of End of the Quarter)					
Ezweb Subscribers	434,700	435,700	439,900		
Ratio of Subscribers to Total Customers	82.6%	82.1%	81.8%		
ARPU [1]					
Total (yen)	5,201	5,270	5,085		
Voice ARPU (yen)	3,031	2,999	2,765		
Data ARPU (yen)	2,170	2,272	2,320		
Others					
MOU (Minutes) [2]	174	178	171		
Churn Rate [3]	0.48%	0.48%	0.40%		
Model change Rate [4]	2.70%	2.78%	2.44%		

[1] ARPU:Average revenue per unit per month.

[2] MOU:Minutes of usage.

[3] Average cancellation ratio per month.

[4] Average model change ratio per month.