

Okinawa Cellular Telephone Company  
**Mobile Service Fact Data 2004**

|  | 1Q of FY2004<br>(Apr.2004–Jun.2004) | 2Q of FY2004<br>(Jul.2004–Sep.2004) | 3Q of FY2004<br>(Oct.2004–Dec.2004) | 4Q of FY2004<br>(Jan.2005–Mar.2005) | FY2004(E)<br>(Apr.2004–Mar.2005) |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|----------------------------------|
| <b>Number of Subscribers(as of End of the Quarter)</b> |                                     |                                     |                                     |                                     |                                  |
| Total Cellular Phone Subscribers                       | 384,600                             | 389,000                             | 394,100                             | 403,600                             | 403,600                          |
| Market Share in Okinawa                                | 49.9%                               | 49.9%                               | 49.9%                               | 50.0%                               | 50.0%                            |
| Increase   | 8,200                               | 4,300                               | 5,100                               | 9,500                               | 27,200                           |
| Share of Increase                                      | 72.0%                               | 53.0%                               | 50.1%                               | 52.4%                               | 56.7%                            |
| <b>Ezweb Subscribers(as of End of the Quarter)</b>     |                                     |                                     |                                     |                                     |                                  |
| Ezweb Subscribers                                      | 297,400                             | 302,700                             | 309,800                             | 321,000                             | 321,000                          |
| Ratio of Subscribers to Total Customers                | 77.3%                               | 77.8%                               | 78.6%                               | 79.5%                               | 79.5%                            |
| <b>ARPU [1]</b>  |                                     |                                     |                                     |                                     |                                  |
| Total (yen)  | 7,421                               | 7,541                               | 7,315                               | 7,137                               | 7,352                            |
| Voice ARPU (yen)                                       | 6,024                               | 6,110                               | 5,930                               | 5,699                               | 5,938                            |
| Data ARPU (yen)  | 1,397                               | 1,431                               | 1,385                               | 1,438                               | 1,414                            |
| <b>Others</b>  |                                     |                                     |                                     |                                     |                                  |
| MOU (Minutes) [2]                                      | 174                                 | 177                                 | 171                                 | 164                                 | 172                              |
| Churn Rate [3]   | 1.27%                               | 1.35%                               | 1.31%                               | 1.34%                               | 1.32%                            |
| Churn Rate (Post-paid only) [3]                        | 1.14%                               | 1.20%                               | 1.18%                               | 1.23%                               | 1.19%                            |
| Model change Rate [4]                                  | 2.88%                               | 3.31%                               | 2.94%                               | 3.12%                               | 3.06%                            |

\*Those figures above which are not end-of-quarter figures are three-month averages

[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.