

Softbank Mobile Selects Motorola's GAMA Solution to Provide New "Double Number" Service

TOKYO, Japan - July 17, 2008 – Motorola, Inc. (NYSE:MOT) announced today that Softbank Mobile has selected Motorola's GAMA (Global Applications Management Architecture) to provide a "Double Number" Service. The new service will be launched on July 18th, 2008.

The Double Number Service enables the management of multiple phone numbers and separate billings with one SIM card and services from a single service provider. By using the new service, each phone number will be managed as an individual network subscription. Each number can subscribe to different services and has its own billing. For example, a handset can provide corporate VPN services paid by the employer and also have a separate phone subscription paid by the individual for personal use.

"Softbank Mobile aims to continuously provide innovative services to its users, and the Double Number Service is one of the services we are introducing," said Junichi Miyakawa, executive vice president, director & CTO of Softbank Mobile. "Motorola's GAMA is a flexible solution that helps us develop and introduce services quickly and efficiently. It is an ideal solution for our new Double Number Service."

"The penetration of cellular phones is high in Japan, and there is an increasing demand for user-friendly mobile services," said Simon Leung, president, Motorola Asia Pacific. "We are very excited to deploy our first GAMA solution in Japan, supporting the launch of Softbank Mobile's Double Number Service that users are looking for. Softbank Mobile has the largest increase in subscriber numbers among Japanese mobile carriers in 2007. Their selection of the GAMA solution for the new service reinforces Motorola's leadership in the mobile applications field."

About the GAMA Solution

Motorola's Global Applications Management Architecture (GAMA) provides a consistent service delivery and management environment that service providers such as Softbank Mobile can leverage to provide a compelling value-added services portfolio. Motorola's GAMA offers end-to-end solutions that simplify deployment, minimize customers' integration requirements, and maximize the value of customers' existing hardware assets. Motorola's GAMA is for service providers to deliver personalized content services to their end-users. The solution consists of various functional elements of the Motorola GAMA service delivery framework and iBOSS™ (Internet Business and Operation Support Systems for OSS/BSS) to provide comprehensive billing and mediation and operability functions to seamlessly integrate into existing operator networks. Motorola's Double Number Service leverages its service delivery framework and JAIN SLEE platform, in collaboration with Opencloud and Ulticom, to tremendously reduce the cost of ownership to operators while accelerating the speed of development and deployment of a wide variety of innovative services.

About Motorola

Motorola is known around the world for innovation in communications. The company develops technologies, products and services that make mobile experiences possible. Our portfolio includes communications infrastructure, enterprise mobility solutions, digital set-tops, cable modems, mobile devices and Bluetooth accessories. Motorola is committed to delivering next generation communication solutions to people, businesses and governments. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.6 billion in 2007. For more information about our company, our people and our innovations, please visit <http://www.motorola.com>.

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