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ModeLabs Group announces its partnership with Virgin Mobile, mobile phone operator

The ModeLabs group is currently supporting Virgin Mobile in its differentiation strategy. It has designed a telephone and a range of accessories in its image for the mobile virtual network operator. This unique and dedicated offer is a first in France.

Saint Thibault des Vignes, 11 September 2006 (code "MDL", ISIN code: FR0010060665) – ModeLabs Group, the creator of customised mobiles (CDM - Customized Design Manufacturer), has announced the signing of a partnership with Virgin Mobile, the mobile virtual network operator (MVNO), which aims to *"finally set French mobile users free"*.

Thanks to the "Mobile On Demand™" offer, for the first time in France an MVNO has launched its own mobile telephony range. The operator can set itself apart from the competition with a unique offer of products representing its values, confirming its position and taking its consumer promise to the limits.

The organisation of the ModeLabs group provides the skills necessary to launch dedicated offers from creation until hitting the market. Thanks to its integrated process, ModeLabs Group designs, personalises and distributes, in a few months, the products developed. Thus, by using the "Mobile On Demand™" offer, Virgin Mobile has privileged access to the mobile telephony distribution network, with a truly different offer.

"Just when MVNO are multiplying and attracting new customers, ModeLabs Group is making its expertise in the mobile telephone market available to them" underlined Stéphane Bohbot, chairman and founder of ModeLabs Group. *"From design, through marketing to distribution, Modelabs Group offers MVNO an integrated and adaptable offer to help them draw up offers meeting the customer' needs."*

About ModeLabs Group

ModeLabs Group is a made-to-measure mobiles designer. A new-generation player in the mobile telephone sector (CDM - Customized Design Manufacturer), it designs, develops and distributes mobile telephones, accessories and services for operators, distributors and consumer brands in an integrated and flexible way.

Thanks to the combination of its marketing expertise, its specialised technological know-how and its flexible "fabless" organisation, ModeLabs Group fulfils the growing need for Telecom market segmentation by giving consumer brands, operators/MVNO or distributors the opportunity to create their own range of mobile telephones, accessories and services.

ModeLabs Group is today developing on the rapidly expanding market segment of "On demand" mobile telephones, from the solid position it has held since 1996 in the area of telecoms distribution.

ModeLabs Group is listed on the Euronext-Paris Eurolist (code "MDL", ISIN code: FR0010060665).

For more information: www.modelabs.com

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