

**MODELABS GROUP PARTNERS WITH 4GHOLDING
FOR EXCLUSIVE DISTRIBUTION OF THE FIRST LEVI'S® MOBILE PHONE
IN ITALY**

Paris, 7 November 2007 ("MDL" code, ISIN code: FR0010060665, SBF 250) – ModeLabs Group announces an exclusive partnership with 4GHOLDING for the distribution of the first Levi's® Mobile Phone across Italy. 4GHOLDING, the largest independent mobile phone retailer in Italy, has a network of over 310 stores in all Italian regions.

The Levi's® Mobile Phone is available since October 2007 in the following branded stores: Sim, Mit and Voice e Wap. The 4GHOLDING network will dedicate specific in-store space and promotional material to the Levi's® phone.

Serge Simon, VP Sales EMEA of ModeLabs Group said: *"This commercial agreement with 4GHOLDING ensures the Levi's® Mobile Phone extensive visibility on the Italian market. With its strong growth potential, this market is important for us: its consumers have a strong flair for quality trends and design, as the presence of leading Italian fashion brands on the mobile phone market shows", he added.*

The Levi's® Mobile Phone embraces mobile technology and enables young people to connect, enjoy music, exchange images and videos whilst on the go. Its compact design is characterised by a riveted stainless steel casing completed by a unique detachable chain. The handset is offered in Metallic Silver, Black and Brown Copper. Stylish feminine Shiny Silver and Shiny Sand editions, featuring a 'mirror' screen, have also been created for the fashion forward. The Levi's® Mobile Collection includes a range of accessories such as a Bluetooth® earset, cases, chains and charms.

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About 4G Holding

Italy's main specialised distribution network, 4G Holding was created in 2007 after the merger of two networks of mobile and phone distribution: MIT/Voice Movimage and SIM/Wap. With its five brands, 4G accounts for over 310 points of sale in Italy, with 21,000 square meters of commercial display space, and for over €250 million of annual sales.

About ModeLabs

ModeLabs Group, the creator of the "Mobile On Demand™" offer, is a leading customised design manufacturer (CDM) specialised in mobile phones using new generation technology. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner, giving brands and giving operators/MVNO or distributors the opportunity to create their own range of mobile phones, accessories and services.

Established in Europe, the United States and Asia, ModeLabs Group combines its marketing expertise, its cutting-edge technological know-how and its flexible "fables" organisation, to meet the growing demand for Telecom market segmentation.

ModeLabs Group is listed on the Euronext-Paris Eurolist ("MDL" code, ISIN code: FR0010060665, SBF 250).

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PRESS RELATIONS

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