

- PRESS RELEASE -

## **ModeLabs Group develops its on-line distribution network through a partnership with WorldGSM, e-specialist of mobile phones**

The ModeLabs group goes into partnership with WorldGSM, e-specialist of mobile phones. Through a partnership with an e-commerce site aimed at technophile consumers of mobiles and trendy products, ModeLabs Group develop its expertise in distribution via the Internet and its knowledge of clients' needs.

*St Thibault-des-Vignes, September 21<sup>th</sup> 2006 ("MDL" code, code ISIN: FR0010060665).* - ModeLabs Group, customised design manufacturer of mobile phones, announced that it had acquired a majority holding in the capital of WorldGSM, e-specialist of mobile phones.

At a time when e-commerce sites are growing in number, providers develop their on-line shops and the offer for GSM is increasing on the Internet, the ModeLabs group improves its expertise in this field thanks to WorldGSM.

15 000 one-time visitors each day, from the technophile to the jet-setter, to professionals with significant purchasing power, connect to look for the information riche about GSM news (84%\* consider the information to be really interesting) on a user-friendly and avant-gardist website (88.14%\* are satisfied with the aesthetics of the site, 81.36 %\* of them consider that the site is interactive). WorldGSM are the object of chains (forums, blogs,community,...) animated by this selective, demanding, news and telecom product enthusiastic public, faithful to the website (i.e. 36\* % of visitors connect every week).

ModeLabs Group will thus extend the distribution network for its « Mobile On Demand <sup>TM</sup>» offers to a trend prescribing public on the look-out for new products.

The product supply on this site differs from other sites as it provides a wide range of best sellers ou standard mobile phones, completed by atypical products, previews and limited series in order to answer to working customers needs buying more than 2 mobile phones each year. This behaviour of renewal mobile phones will be amplified by the UpGrade Program launched at the end of the month.

Meeting the needs of satisfied clients requires to set up efficient distribution network and services. Synergy of know-how, convergence of information systems of both companies will enable maximisation of means, improvement of the site's dynamic and enhancement of the expertise of the ModeLabs group.

*« This acquisition of shareholding confirms and strengthens our position as expert in the mobile phone sector in the forefront of trends" are glad to say Laurence and Arnaud Ainouz,*

founders and CEO of WorldGSM « *It is also the opportunity to increase the number of our clients, range of products and create new services and website items*».

« *this acquisition is part of the strategy for developing on-line distribution channels and for improving the visibility of ModeLabs group products to "early adopters" who are the targeted clients*» declares Stéphane Bohbot, Chairman of the Modelabs group's board of directors.

#### **ABOUT THE MODELABS GROUP**

ModeLabs Group is a manufacturer of customised mobile phones. An important player in the new generation of the mobile phone sector (CDM - Customized Design Manufacturer) it designs, develops and distributes in an integrated and flexible way mobile phones, accessories and services for operators, distributors and mass market brands.

Thanks to the combination of its marketing expertise, cutting edge technological know how flexible "fables" organisation, the ModeLabs is meeting the growing demand for segmentation in the Telecom market by giving mass market brands, operators/MVNO or distributors the chance to create their own range of mobile phones, accessories and services.

ModeLabs Group is developing today in a sector experiencing solid growth in the "On demand" mobile phone sector, from solid foundations established since 1996 in the telecom distribution sector.

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

#### **About WorldGSM**

Set up in 2000 in Paris, WorldGSM edits the [www.worldgsm.com](http://www.worldgsm.com) site. Both informative and commercial, this site it is praised by jet setter, technophile, this geek community enthusiasts by news and telecom product .

The web site enables them to be informed on the spot of the latest innovations in the mobile phone market. Along with standard products, WorldGSM also markets atypical products, which can hardly be found elsewhere: previews, limited series, etc.

WorldGSM have efficient customer services which give the opportunity to be delivered within 2 until 24 hours by messenger or transporter.

The website benefits from recent developments in webdesign and navigation, combining a rich video content with intuitive ergonomics.

For further information: [www.worldgsm.com](http://www.worldgsm.com).

#### **CONTACTS**

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