



LEVI STRAUSS EUROPE TO LAUNCH MOBILE PHONES AND MOBILE PHONE ACCESSORIES UNDER LICENSING AGREEMENT WITH MODELABS GROUP

Brussels/Paris, 17 October, 2006

Levi Strauss Europe and Modelabs Group announced today an exclusive licensing agreement to design, produce, market and distribute a range of mobile phones and mobile phone accessories for men and women under the Levi's® brand label in 2007.

Drawing its inspiration from the iconic roots of the Levi's® brand, the collection will be a youthful and sexy take on the brand heritage: denim, rivets and the arcuate.

"The line of Levi's® branded mobile phones and mobile phone accessories will mirror the brand values in terms of innovation, design, quality and craftsmanship. ModeLabs Group has expertise in the mobile phones and mobile phone accessories area and we look forward to a successful partnership with them in growing the Levi's® licensed business. Technology and apparel are a continued focus area for the Levi's® brand" said You Nguyen, Senior Vice President Product of the Levi's® brand in Europe.

"Levi's®, one of the world's largest brand-name apparel, creates new, innovative products which embody the pioneering spirit that founded Levi Strauss & Co.. Thanks to "Mobile On Demand" offer, ModeLabs Group will respond to urban fashion consumers needs, in connection with Levi's® style and aspiration. The products created by ModeLabs group will reflect the brand look and feel and be distributed throughout Europe by Mode Labs Group subsidiaries. This partnership confirms the in-depth changes underway in the telecom sector." says Stéphane Bohbot, ModeLabs Group CEO.

About Levi Strauss Europe

Levi's® jeans are the original, authentic jeans since 1873. They are the most successful, widely recognized clothing products in the history of apparel. Levi's®

jeans have captured the attention, imagination and loyalty of generations of diverse individuals.

Levi Strauss Europe now has four Levi's® licensed agreements:
DC Company for footwear, belts, headwear, scarves and gloves;
Schiesser Lifestyle GmbH for underwear and socks;
Groupe Zannier for Kidswear (0-14)
and GMI Asia Pacific Ltd. for bags and small leather goods

About ModeLabs Group

ModeLabs Group, the originator of the « Mobile On Demand »™ offer, is a customised design manufacturer (CDM) specialised in mobiles phones using new generation technology. The company designs, develops and markets mobile phone handsets, accessories and services for mobile phones operators, distributors and mass market brands.

Thanks to the combination of its marketing expertise, cutting edge technological know how flexible "fabless" 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).

For more information: www.modelabs.com

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