

THE LATEST LEVI'S® 3G MOBILE DESIGNED BY MODELABS GROUP EXCLUSIVELY AVAILABLE FROM ORANGE

Paris, April 17, 2008. ModeLabs Group, designer of made-to-measure mobile phones and telecom distributor, announces an exclusive agreement to market a new Levi's® 3G/Edge mobile with Orange France.

Distributed by Orange's packs, the Levi's® 3G/Edge mobile will benefit from extensive distribution. Due to be launched in April, the new mobile will only be available from France Telecom shops and other usual Orange outlets.



Engraved with the famous Levi Strauss logo, this model is the only mobile on the market that combines a metal and soft touch finishing. The new model embodies the spirit of the brand, while offering a range of multimedia functions: 3G/Edge technology, stereo Bluetooth™, USB 2.0 port, modem, slot micro SD, FM radio, 2-megapixel camera with digital zoom, audio player (MP3), video recorder and player, e-mail, and so on. With its ultra-compact slider design, the mobile fits even the tightest pockets.

The Levi's® 3G/Edge will appeal to young Orange customers, who are attracted by fashionable accessories and multimedia services.

The launch also sees the release of a new range of universal accessories, from the Bluetooth™ headset, to wrist straps, necklets and different colours of denim and leather pouches.

With its latest Levi's® mobile, ModeLabs Group has again demonstrated its capacity to adapt to the needs and the demands of operators by designing and developing a high-tech product that fits in perfectly with the range of 3G/Edge mobiles. The product is being launched as part of the exclusive licensing contract concluded in 2006 with Levi's® and further extends the range of Levi's® mobile phones.

To discover the Levi's® 3G/Edge Orange France offer:

http://www.orange.fr/bin/frame.cgi?u=http%3A//sites.orange.fr/boutique/files/html/pe_pack_constructeurs_levis.html

About ModeLabs Group

ModeLabs Group, which specialises in the design of made-to-measure mobiles and telecommunications distribution, is a new generation player in the mobile phone sector. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and brands.

Thanks to the combination of its marketing expertise and its technological know-how, ModeLabs Group is meeting the growing demand for Telecom market segmentation by giving brands, operators/MVNO or distributors the opportunity to create their own range of mobile phones, accessories and services.

Its activities are organized around two poles:

ModeLabs Distribution, specialist in the distribution of mobile telephones and accessories and the number 1 in France.

ModeLabs Conception, for design and development activities relating to tailor-made handsets and innovative technological products in the Bluetooth sector.

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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