

THE 3G MTV MOBILE PHONE LAUNCHED WITH AN EXCLUSIVE OFFER FROM SFR

Paris, April 14, 2008 – ModeLabs Group, the customized design manufacturer, announces the commercial launch of the new MTV3.3 mobile on April 23. The first music channel 3G mobile will be accompanied by the MTV SERIES range of limited-time offers from SFR.

SFR and MTV with ModeLabs Group have joined forces to create a new mobile offer intended mainly for young users. The offer features four new limited-time plans, with no risk of surcharges, plus exclusive access to all of MTV for this ModeLabs-designed product.

With the MTV 3.3, MTV makes it easier to access the channel's content in mobile mode and is boosting its multi-channel distribution strategy. It is also consolidating its already close relationship with its customers.

Available on April 23 at a price of €49 from all SFR stores and major retail outlets, this red 3G slider mobile is Bluetooth™- enabled, features a 2.2" high-resolution screen, a 2 mega pixel camera and a video/audio player and recorder compatible with AAC and MP3 formats. Embedded MTV content is also available, from videos and logos to exclusive wallpaper, original ringtones created by DJ Cut Killer and the MTV Cribs mobile game. Finally, the HotScan application provides permanent access to MTV news videos.

Especially for mobile music addicts, MTV and SFR stores are also offering a stereo MTV Bluetooth™ kit, also developed by ModeLabs Technologies. This 2-in-1 headset and the MTV3.3 mobile are the perfect combination of elegant design and top-quality sound. Featuring Surround Sound System (SRS) technology, it includes six different music moods: Pop, Rock, Truebass, Jazz, Classic and Basic.

With the launch of a complete mobile telephony offer combining the MTV3.3 mobile and the MTV Bluetooth™ stereo kit, ModeLabs Conception meets the demands of operators aiming at the development of made-to-measure products according to different consumer profiles.

About MTV NETWORKS FRANCE

MTV, the original music channel, is the world's leading music channel today and the number one music channel in France for the 15-24 year old age group. It is broadcast into more than 8,500,000 households through cable/CANALSAT/TPS/ADSL.

MTV BASE is the "Hip Hop R&B" channel available to more than 5,000,000 households through cable/CANALSAT/TPS/CANALSAT DSL/TPSL.

MTV PULSE is the "Rock" channel available to more than 5,000,000 households through cable/CANALSAT/TPS/CANALSAT DSL/TPSL.

MTV IDOL is the "Cult" channel available to more than 5,000,000 households through cable/CANALSAT/TPS/CANALSAT DSL/TPSL.

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.

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