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Signature of a worldwide licence agreement with LACOSTE S.A. for the development of a range of mobile phones

ModeLabs Group announces the signature of a worldwide licence agreement with LACOSTE for the design, development and distribution of a range of mobiles on demand to be commercialised via telecom outlets and fashion shops.

The first LACOSTE branded mobile will reflect the attributes of quality, simplicity and elegance that have made for the brand's success throughout the world.

Designed to order by ModeLabs Group's teams in close collaboration with Christophe Pillet – LACOSTE SA's Director of Design – the brand's first mobile phone will be available during the course of 2010.

Stéphane Bohbot, the Chairman of ModeLabs Group's executive board, has commented that "We are very proud to have been chosen by LACOSTE, a brand whose notoriety and international presence provide it with an excellent opportunity for broadening its territory to take in the field of mobile telecommunications".

About LACOSTE:

Relying on its authentic roots sports, LACOSTE represents today a modern lifestyle, unique and of high quality represented through a wide range of products for men, women and children: sports and leisure apparel, footwear, fragrances, leather goods, eyewear, watches, home textiles and belts. Owner of one of the most worldwide known brands, LACOSTE S.A. has achieved a turnover of 1.5 billion Euros in 2008.

In the 113 countries where the brand is present, two LACOSTE products are sold every second through more than 1050 LACOSTE stores, over 2000 corners in department stores and a selective distribution network. LACOSTE is more a style than a brand which through its authentic sports' roots has become a symbol of relaxed elegance. For more information, please visit www.lacoste.com.

About ModeLabs Group:

ModeLabs Group, creator of tailor-made handsets and telecom distributor, is a new generation player in the mobile phone market. 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.

Its activities are organised around two strategic divisions:

ModeLabs distribution, specialist in the distribution of mobile telephones and accessories and the number one in France, is present in each distribution sector: operators, MVNO, mass merchandisers, multi-specialists, telecom specialists, independent retailers and e-business.

ModeLabs manufacture, creator of tailor-made handsets, integrates conception and design expertise and technological know-how to give luxury and lifestyle brands the opportunity to create their own range of mobile phones, accessories and services, and ensures qualitative and selective distribution over three continents in department stores, fashion stores and watch and jewellery stores.

With revenue of €182.2 million in 2008 and 160 employees based in Europe, North America and Asia, ModeLabs Group continues to pursue its international deployment by differentiating and specialising its product offer within a market ripe for segmentation.

ModeLabs Group is listed on the NYSE Euronext-Paris Eurolist market

Isin: FR 0010060665, Mnemo: MDL, Reuters: MDLB.PA, Bloomberg: MDL:FP

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