

Paris, September 30th, 2009

MTV 4.0, the 100% music, TV, text- and instant-messaging mobile phone, exclusively available from SFR.

ModeLabs Group, the customized mobile phone creator, announces the commercial launch of the new MTV handset: the MTV 4.0, a 100% music, TV, text- and instant-messaging mobile phone, available from today exclusively through a limited edition SFR deal.

Following the success of the previously released MTV-branded 3G handsets – the MTV 3.3 and 3.4 – the MTV-tribal style of this latest addition to the range, together with its multimedia capabilities designed to appeal to a generation of young users adept at text-messaging and on-line discussions, really makes it stand out. Its silhouette sets it apart from other commercially available handsets, with its black and red shell, covered all over with graffiti-style tattoos.



With its wide slide-out azerty keyboard, the MTV 4.0 is a touch-sensitive 3G handset optimized for messaging services. Its 2.8-inch screen is ideally designed for users to send instant messages to friends, watch MTV channels which are directly accessible via the "TV" button, or get exclusive access to the new trailer for the movie "Fame" and "Pimp My Ride" mobisodes. Integrating exclusive MTV content (Cut Killer ringtones, South Park games and MTV screens), the MTV 4.0 also boasts a 3 megapixel camera, an MP3 reader and access to the SFR music website via the "Music" button.

With a price-tag starting at €9 for a “Séries MTV de SFR” cap contract mobile phone plan, the MTV 4.0 will particularly appeal to 15-25 year-olds, for whom technology evokes entertainment and social networking.

Press contact

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About ModeLabs Group:

ModeLabs Group, creator of tailor-made handsets and telecom distributor, 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 major brands.

The Group integrates marketing expertise and technological know-how to respond to the increasing requirement for segmentation of the telecom market by giving brands, operators and distributors the opportunity to create their own range of mobile phones, accessories and services.

Its activity is structured within two businesses:

- *ModeLabs Manufacture*, designer and developer of tailor-made Lifestyle (Lacoste, MTV etc.) and luxury (TAG Heuer and Dior) handsets,
- *ModeLabs Distribution*, specialist distributor of mobile telephones and accessories and the number one in France (excluding the operators' own networks).

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

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

www.modelabs.com

About MTV:

MTV is THE musical channel, worldwide number 1 and the first music channel in France. The channel is also the most accessible one with more than 9 000 000 households. MTV is distributed on CANALSAT (our DTH operator), on Numericable (our Cable operator) and on ADSL (CANALSAT)

MTV NETWORKS FRANCE house of MTV, MTV BASE, MTV PULSE, MTV IDOL, GAME ONE et NICKELODEON. All these channels are available in France, Belgium and Switzerland. **MTV BASE** is the channel “En mode hip hop R&B”. The channel is reaching more than 5 000 000 households. MTV BASE is distributed on CANALSAT (our satellite operator), on Numericable (our Cable operator) **MTV PULSE** is the channel “A BLOCK DE ROCK”. The channel is reaching more than 5 000 000 households. MTV PULSE is distributed on CANALSAT (our satellite operator), on Numericable (our Cable operator) **MTV IDOL** is the channel “Version culte”. The channel is reaching more than 5 000 000 households. MTV IDOL is distributed on CANALSAT (our satellite operator), on Numericable (our Cable operator) **GAME ONE** is the chain of the “Digital Generation” and 2nd specialized channel 15-24 years, distributed in France near more than 8.100.000 households through Cable, CANALSAT and the ADSL.

With a strong catalog of premium programs (Gilded the Exploring one, Bob the Sponge, Avatar, My Godfathers are magic, Zoe, Drake & Josh, etc...), **NICKELODEON**, within the Group MTV NETWORKS, is the #1 youth chain in the world. In France, NICKELODEON is distributed near more than 3.500.000 of households.