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**Creation of *ModeLabs Licensing Studio* in response to the growing demand for co-branded mobiles and other high-tech products**

As part of its development strategy, ModeLabs Group announces the creation of a licensing formula by its ModeLabs Distribution division.

The offer is targeted at IT and telecom manufacturers wishing to achieve differentiation of their products and accessories within the market by associating them with fashion, sporting or lifestyle brands.

For this purpose, ModeLabs Licensing Studio offers them a tailored co-branding service covering the full process from creation (design, packaging and accessories) to market launch (including product communication and sales promotion).

This new activity combines the Group's know-how in the area of mobile telephone design and its detailed knowledge of distribution networks.

**Growing demand for differentiation via co-branding**

Within the mature mobile phone market, co-branding provides a relevant response to the growing requirement for differentiation on the part of all players: as part of manufacturers' product range strategy, as a tool for segmenting customers and generating point of sale visits for telecom operators and as a means of access to a new product category for brand owners.

All the telecom operators expect this segment of the market to grow and have estimated that co-branded mobiles will account for 10% of total sales in France in 2010. This trend is equally visible in the case of the more recent markets for netbooks, mp3 readers and other nomadic products in respect of which ModeLabs Licensing Studio also intends to become the market leader.

**Numerous brands of reference**

Since its creation in January 2009, ModeLabs Licensing Studio has already launched several co-branded mobiles in partnership with Airness and Elite and more recently, created the first Zadig & Voltaire mobile developed in partnership with Samsung.

Today, ModeLabs announces the launch of its first Eden Park mobile produced in association with LG. Other partnerships are planned for 2010, notably including the development of a range of accessories for the Chantal Thomass fashion brand.

*"The combination of our manufacturing experience and brand expertise has made it a natural step for us to develop this new consumer offering by means of a dedicated department within ModeLabs Distribution",* declared Stéphane Bohbot, ModeLabs Group's Executive Board Chairman.

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About ModeLabs Group:

ModeLabs Group (Isin: FR 0010060665), 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. Its activities are structured within two strategic divisions:

- ModeLabs Manufacture integrates conception and design expertise and technological know-how to give luxury (TAG Heuer, Dior) and lifestyle (Lacoste, MTV...) 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;
- ModeLabs Distribution, specialist and leader in France in the distribution of mobile phones and accessories, is present in each distribution sector: networks, MVNO, mass merchandisers, multi-specialists, telecom specialists, other retailers and e-business.

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

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

**For more information: [www.modelabs.com](http://www.modelabs.com)**

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