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**ModeLabs manufacture and LG Electronics announce a master technology partnership agreement for the integration of LG's innovative technologies into ModeLabs tailor-made handsets.**

ModeLabs Group, a leading expert in tailor-made handsets, and LG Electronics, a global leader and technology innovator in mobile communications, announced an exclusive technology partnership agreement for the integration of LG's most advanced mobile technologies into ModeLabs tailor-made handsets. This partnership will reinvent the luxury mobile sector with a series of high-end collaborations.

Handsets now contribute more to the external images people project than do watches, glasses, handbags, jewellery, shoes or clothes. A growing group of discerning consumers around world is seeking luxury mobile handsets that reflect their lifestyles and personalities. To cater to their tastes and expectations, ModeLabs and LG are dedicated to creating phones that far surpass anything currently on the market. The partnership will offer new choices in luxury phones and expand the market to a wider segment of buyers.

ModeLabs and LG will work together with world-class fashion brands to create luxury mobile phones that surpass all others. These are completely collaborative creations that set a new standard in mobile luxury, with each partner contributing in the areas where it excels. LG's main role is on the technology side, while ModeLabs contributes in the areas of design execution, product development, manufacturing and distribution.

For the past three years, ModeLabs has made strong investments to help it master all the key elements in the luxury mobile phone market's value chain: prestigious brands, unique design concepts, product innovation, precious materials, high-end finishes, craftsmanship and assembly skills, impeccable service and a hyper-selective network of the most exclusive points of sale across three continents.

LG, the third-largest mobile phone manufacturer in the world, has a strong reputation for its smart technology. Since launching the world's first full touchscreen handset, the company has continued to create popular handsets and build its leadership in touch technology. LG's phones are the most innovative and lifestyle-enhancing on the market thanks to their advanced features and rich multimedia capabilities.

"As the worldwide expert in handcrafted luxury phones for star brands, ModeLabs always attach a central role of the technology used to create the most desirable user experience," said Stéphane Bohbot, CEO of ModeLabs. "To deliver on this promise in the mobile phone category, we naturally sought out the leaders in mobile technology and LG's credentials were outstanding. Marrying LG's reputation for innovation with ModeLabs' track record in the luxury market is a great recipe for exceptional results."

Chang Ma, Vice President and Head of LG Mobile Global Marketing Strategy, said, "Our focus has long been providing innovative products and the highest quality technology in order to meet consumers' needs and enhance people's lives. This is the passion that drives us and we believe that ModeLabs shares our passion for creating beautifully designed phones that incorporate the latest in smart

technology. This partnership will help us to continue to set the agenda for mobile phone innovation going forward.”

After the first project is unveiled this month, LG and ModeLabs anticipate the opportunity to develop more products together with other brands.

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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 (Dior, TAG Heuer, Versace) 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.

Additional information is available on [www.modelabs.com](http://www.modelabs.com)

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

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

**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2009 global sales of 55.5 trillion Korean Won (43.4 billion US Dollars), LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world’s leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner of Formula 1™ and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event.

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology.

For more information, please visit [www.lge.com](http://www.lge.com).