

## ModeLabs Group opens a subsidiary in Spain

Paris, February 06, 2007 (Euronext Eurolist – Paris, code "MDL", ISIN code: FR0010060665, SBF 250) – ModeLabs Group, Customized Design Manufacturer (CDM), ModeLabs Group, announced today the creation of its Spanish subsidiary, ModeLabs España.

With a penetration rate of 97.5%, representing more than 43 million subscribers<sup>1</sup>, the Spanish market is now ripe for the opportunity to introduce truly differentiating products. Thus, ModeLabs España, set up in Madrid, will market its "On Demand"<sup>2</sup> products with high added-value, on the Iberian Peninsula.

*"The creation of the Spanish subsidiary forms part of the continuity of our development strategy" confirms Stéphane Bohbot, CEO and founder of ModeLabs Group. "In this way, we are reinforcing our capacity to distribute on a European level our products: mobile phones, mobile phone accessories and on-device services."*

ModeLabs Group called on the expertise of Borja Gutierrez Gomez. With over ten years' experience in the mobile telephone sector in the Iberian market, his mission will be to develop the "Mobile On Demand™" business with operators, MVNOs, distributors and mass-market brands in Spain and Portugal. As Strategic Account Manager in BenQ Mobile, he has greatly contributed to their commercial success, especially through his management and development of relations with Amena / Euskaltel. To see his projects through to conclusion, the Country Manager will be joined by Sandra Lopez, Key Account Manager.

**Visit ModeLabs Group and its new Spanish subsidiary  
at the 3GSM World Congress at Barcelona  
from 12<sup>th</sup> to 15<sup>th</sup> February 2007  
on stand 2A15 - Hall 2**

### **ABOUT MODELABS GROUP**

ModeLabs Group, the creator of the "Mobile On Demand™" offer, is a customized design manufacturer (CDM) specialized in mobiles phones using new generation technology. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and mass market brands.

Thanks to the combination of its marketing expertise, its cutting-edge technological know-how and its flexible "fables" organisation, ModeLabs Group is meeting the growing demand for Telecom market segmentation by giving mass market brands, operators/MVNO or distributors the opportunity to create their own range of mobile phones, accessories and services.

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<sup>1</sup> Source: Telecommunications Market Commission, March 2006

<sup>2</sup> "On Demand" Products: mobiles, accessories and services developed by ModeLabs Group in order to create exclusive premium products for brands and MVNOs.

ModeLabs Group is listed on the Euronext Eurolist – Paris  
(code "MDL", ISIN code: FR0010060665, SFB 250).

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