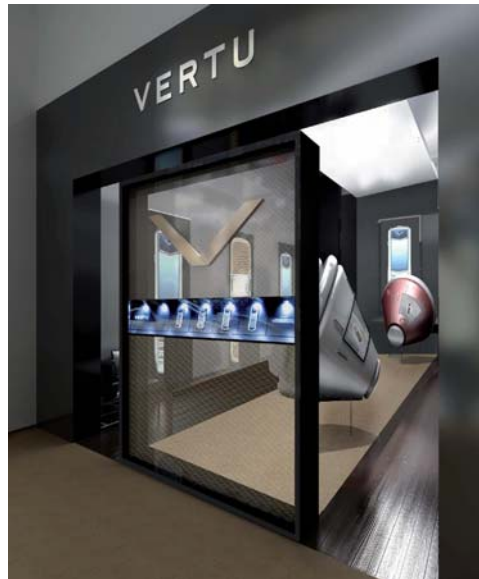


VERTU

VERTU SHOWCASES NEW MATERIALS AT BASELWORLD 2009

BASELWORLD, Switzerland, 25th March 2009 – Vertu, the leading luxury mobile phone brand, will showcase a host of new variants from its classic collections encased in materials never seen before on mobile phones. The use of Exotic skins, Carbon Fibre and Ceramics represents a pioneering move for the industry with Vertu once again pushing the boundaries of luxury and technology. Another first, unveiled by the brand, is the launch of the Vertu V Collection, a range of accessories incorporating design and technology that are in perfect synergy with the Vertu collections.



A selection of the new handsets, together with the new Vertu V accessories collection, will be on display at the Vertu stand in the Hall of Inspiration, **Hall 4.0, Stand B02**.

The Company

Vertu is a pioneering brand that created the luxury mobile phone sector in 2002 with the launch of its distinctive Signature Collection. Born from an obsession to create the finest mobile phones the world has seen, Vertu has continued to combine exceptional materials with the highest traditions of craftsmanship. Within the three distinctive Collections, Signature, Ascent and Constellation, each phone is expertly assembled by hand, at its state of the art workshop in Hampshire, England. Vertu phones can be bought in over 600 leading department stores and jewelers - including close to 60 Vertu boutiques - in more than 50 countries around the world.

On display at Basel

The new Vertu Signature will be on display – an evolution of the classic Signature and a culmination of a decade of achievement for Vertu in 2008. Constellation Exotics launches in Ostrich, Lizard and Karung with Constellation Pure – the new Ceramic Collection in Pure Black, Pure White, Pure Silver and Pure Chocolate also being introduced. Ascent Ti will showcase some leading-edge material innovations alongside a special collection from Vertu global brand ambassador, Michelle Yeoh – the Vertu Constellation Vivre. Finally, the new V Collection of classic and meticulously crafted accessories will debut. “Our customers demand finely crafted, practical yet beautiful objects that suit elements of their lifestyle. At Vertu we take pride in developing ground-breaking techniques to make unusual materials work for mobile phones. Precision-engineering and fluid design then creates the marriage between function and the strikingly different form, that makes Vertu mobile phones so unique,” says Alberto Torres, President of Vertu.

The new collections start from 3,850 EUR

For further media information, please contact: Joanna Good or Madeleine McLeod at Neville McCarthy Associates on +44 20 7940 2900 or joanna@nevilleccarthy.com or madeleine@nevilleccarthy.com

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