

VERTU

VERTU ADDS NEW SERVICES AND FORM FACTOR TO PORTFOLIO WITH THE VERTU CONSTELLATION AYXTA

London, September 2009 – Vertu, the market leader in luxury mobile phones, announces the launch of its latest addition to the best selling Constellation collection – the Vertu Constellation Ayxta. The first fold phone within the Vertu portfolio, Ayxta provides a highly engineered and mechanically advanced solution for luxury mobile phone users who prefer this form factor.

With a natural evolution from the travel theme that inspired the original Constellation collection, Vertu Constellation Ayxta is aimed at discerning global citizens who are searching for a high quality product to assist in maintaining their standard of living wherever they may be throughout the world. The handset offers first class lifestyle support with a focus on balancing the customer's work, travel and personal needs.



Alongside Vertu Concierge, which provides expert advice and assistance around the clock and globe, the handset also features the Vertu Select service. This exclusive service brings extensive knowledge of the most relevant online lifestyle information directly to the palm of the Vertu client's hand. Vertu also now introduces a new channel to the Vertu Select service with the launch of the

Constellation Ayxta – City Brief, a digest of essential information sent directly to the phone. This new addition is convenient and simple to use through a simple link on the screen or from the menu. It

enables the Vertu client to hit the ground running, feeling informed and prepared for their new surroundings. With restaurant recommendations, the latest exhibitions, shopping guides and important cultural etiquette tips, City Brief delivers information, curated specifically for the typical Vertu customer, without the need for time consuming searching or researching by the phone holder.

Highlighting Vertu's design excellence, Vertu Constellation Ayxta displays clean lines and subtle detailing with accents of the Vertu V shape throughout. A highly engineered hinge sits alongside the brand's signature use of pioneering materials with ceramic, leather, sapphire crystal screen and a stainless steel frame coupled with aerospace grade aluminium parts.

In keeping with the bespoke nature of a Vertu handset's musical credentials, the Constellation Ayxta features an exclusively composed soundtrack by British music pioneers and Grammy nominees, Zero 7. Recorded in London at The Hospital Club in June 2009, Zero 7 has created a collection of new music for the handset alongside new ringtones and a reworking of the familiar Sandpiper ringtone, originally composed when Vertu launched its first phone in 2002.

Perry Oosting, Vertu's newly appointed president, states 'The Vertu Constellation Ayxta is a continuation of the brand's quest to provide an outstanding collection of true luxury mobile phones and accessories for exceptional individuals.'

This latest addition to the Vertu portfolio will be launched throughout the world commencing 24 September 2009. Prices range from €€4,900 to €€6,500.

For more information on Vertu, please visit vertu.com

Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu was established in 1998 and, after four years of intensive research and development, unveiled its first product in 2002. Every Vertu handset in each of its three distinct collections - Vertu Signature, Vertu Ascent Ti and Vertu Constellation - is assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 60 countries and in 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

For further media information, please contact: