



VERTU ASCENT AZURE EDITION SET TO BECOME THIS SUMMER'S MUST-HAVE PHONE

February 2006 – As the new season approaches, and catwalks and designer collections showcase the colours of spring and summer, luxury mobile phone manufacturer Vertu has unveiled its spring/summer special edition phone. Wrapped in striking azure coloured leather, the new Ascent Azure also comes with a stylish case made from supple white Ostrich leather.



Whether you are in Barbados for the winter or St Tropez for the summer, the Ascent Azure won't let you down. Every Ascent is individually hand-crafted and tested to withstand temperatures of up to +85 C. The leather on the phone is resistant to everything from lipstick to suntan lotion. Polished keys and a silver ceramic pillow complete a stunning model.

“Our Special Edition Ascent Pink and White phones have been amongst our best sellers over the past year” said Vertu’s Global Marketing Director, Chris Harris. “Now that we are starting to see fashion colours appear on mainstream phones it’s important for our customers that we continue to set the colour trends, not just follow them. The Azure phone will look fabulous on any beach this summer.”

To help the Vertu customer stay connected, this luxury phone is also equipped with technology such as Bluetooth, voice dialling, storage for up to 1000 contacts and 900 calendar notes, as well as 150 short messages (SMS).



Vertu Concierge maintains exclusive partnerships with the most popular spas, restaurants and bars around the world, accessible to you 24-hours a day through the single dedicated key on your *Ascent Azure*.

For more information on Vertu, please visit <http://www.vertu.com>

Vertu is the leading manufacturer of handcrafted mobile phones for the luxury market. Vertu phones are hand assembled at the company's headquarters in the United Kingdom. They are available in Vertu's own stores and over 300 of the finest watch, jewellery and department stores worldwide.

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