

VERTU

VERTU BLAZING HOT IN PINK

New special edition model now available for the stylish woman

Vertu – the world’s first and only manufacturer of handcrafted, luxury mobile phones – today unveils a new exuberant colour variant: Vertu Ascent Pink. Ultra feminine, ultra classy, ultra sexy, the Vertu Ascent Pink is set to become the hottest accessory of 2005.

The Vertu Ascent Pink is visually stunning featuring beautifully embossed leather in crocodile print, has a strip of polished keys on the front of the phone and matching ceramic pillow. Soft pink backlighting adds a touch of femininity to the sapphire crystal screen while maintaining the bold styling of its secondline of luxury phones – Vertu Ascent. So why introduce the Vertu Ascent Pink?

“The new Vertu Ascent Pink is the ideal accessory for women wishing to make a stunning personal statement without compromising on the quality and craft of a luxury product. This is a phone for women who are modern, confident and like to show their feminine side,” explained **Giles Rees, Vice-President, Global Sales for Vertu**. “It is perfect for men who are looking for something different - the ideal gift for that special person in their life,” he enthused.

Available in stores this spring/summer 2005, the special edition Vertu Ascent Pink handset is packaged with its own matching pink holster, and in a special pink package. To ensure exclusivity, the Pink Special Edition will have restricted availability in each region at launch.

The Vertu Ascent Pink is tri-band (GSM 900,1800 and 1900). It has Bluetooth and voice dialling capabilities, additional Vertu ring tones, supports GPRS, multimedia messaging (MMS) and concatenated short messaging (SMS).

Vertu Ascent Pink contrasts the feel of soft, hand-stitched leather with hard, custom-developed Liquidmetal® alloy – a durable, scratch-resistant material with twice the hardness of Stainless Steel and two times more resilient than other metals, including titanium.

All Vertu phones are handcrafted in Vertu’s workshop. True to Vertu’s DNA of obsessive craft, the Vertu Ascent Pink has 240 individual components. The flat panel keypad alone contains over 150 different parts whose design is patented. Each key is manufactured by injecting a stainless steel mixture at high temperature and pressure into an oversize mould. As it cools, the key shrinks by 14% to produce the bevelled keypad design. The keys are then each set on two jewel bearings, to create the unique pivoting action and to guide each key’s movement.



The Vertu Ascent Pink is available at the Vertu Stores in Paris and Singapore, Vertu Client Suites in New York, Hong Kong and Singapore and at selected luxury retailers globally.

***Recommended Retail Price**

Prices may change from country to country according to variations in tax and currency exchange rates.

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 200 of the finest watch, jewellery and department stores worldwide.



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