



## VERTU LAUNCHES ITS LATEST SUMMER SEASON EDITIONS

The perfect summer accessory for ladies

**United Kingdom, March 2007** – Vertu, the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market, unveils its latest mobile handsets: Vertu Ascent Summer Season Special Editions.

Wrapped in diamond perforated leather - resistant to almost everything from lipstick to suntan lotion - the Summer Season Special Edition comes in two variants: the *Vertu Ascent Strawberry Edition* in deep pink and *Vertu Ascent Cream Edition* in cool cream. Both have distinctive, matching leather pouches.



**Vertu Ascent Strawberry & Cream Edition**

As with all Vertu phones, each one uses only the finest leather and precious materials and is individually hand-assembled, in England, by expert craftsmen. Featuring a diamond patterned, brushed stainless-steel back plate that mirrors the leather design, and the unique Vertu Ascent bezel, these two handsets exemplify both style and sophistication.

‘Our Ascent special editions have become very popular with both our female and male customers alike – who love to buy for themselves, or for wives or girlfriends.’ Says Mercedes Gonzalez Gorbena, Product Marketing Director, Vertu. “Our customers love to attend the most fashionable events the Season has to offer and our new Ascent summer season colours are the perfect accessory - whether you’re at the races, Polo or just relaxing in the Mediterranean,” she added.



To help you better plan your social engagements this summer, all Vertu models come with a dedicated 'Concierge key' at the side of the phone. The Vertu Concierge maintains exclusive partnerships with the most popular spas, restaurants and bars around the world, accessible to you 24-hours a day.

The *Ascent Summer* retails at €5,000 and available in stores from June 2007.

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

*Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu launched in 2002, and now has three distinct phone collections; all Vertu phones are assembled by hand at the company's headquarters in the United Kingdom. They are available exclusively in Vertu's own stores and over 370 of the finest watch, jewellery and department stores across 48 countries worldwide.*