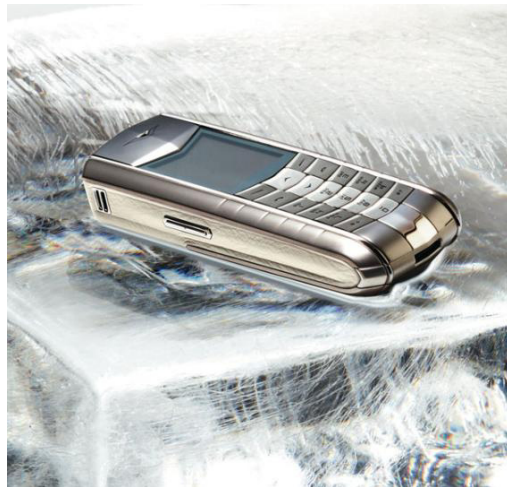


VERTU

VERTU UNVEILS A NEW SPECIAL EDITION PHONE THIS WINTER

The Vertu Ascent White Special Edition will be the perfect gift this Christmas

19 September 2005 – Today, Vertu unveiled the cool and classy Vertu Ascent White Special Edition following from the success of the Ascent Pink, launched this Spring. Set to become the perfect gift this winter season, the Vertu Ascent White is sleek yet feminine. The new variant is aesthetically pleasing, featuring premium quality leather, polished keys and soft backlighting.



“The Vertu Ascent White is a response to customer requests for a classic colour following the success of Ascent Pink which had sold out in some stores within the first week of its arrival. Ascent White has the characteristics of a beautiful design, fine craftsmanship and superb performance. This phone, like the Ascent Pink, makes a perfect gift,” said Chris Harris, Vertu’s Global Sales and Marketing Director, “and will be shipped in time for the end-of-the-year festive season.”

Vertu Ascent White is tri-band (GSM 900,1800 and 1900) which enables roaming over 170 GSM countries across Europe, Asia* and the United States. It features Bluetooth which means the phone can connect with another compatible Bluetooth device such as a PDA or laptop with no wires! Furthermore in response to customer feedback about their active lifestyle and full social calendar, the Vertu Ascent White allows up to 1000 contacts to be stored in the phone directory, along with 150 short messages (SMS) and 900 calendar notes. (*excluding Japan and Korea)



Available in over 250 retail sales points from late September, with a recommended retail price of Euro 4,658 (£3,250)**, the Ascent White Special Edition handset is packaged with a white holster. To ensure exclusivity, the Ascent White will have "Special Edition" engraved on the back of its battery cover. Special Concierge offers will be made available for Ascent White owners as well. (**prices may differ in some markets)

Elegant yet robust, Vertu Ascent White contrasts the feel of soft, hand-stitched leather tested for its resistance to everything from hand cream to lipstick, with hard, custom-developed Liquidmetal® alloy – a durable, scratch-resistant material which can withstand being run over by a performance sports car.

All Vertu phones are handcrafted in Vertu's workshop in Hampshire, United Kingdom. True to Vertu's DNA of obsessive craft, the Ascent White has 240 individual components whilst a typical phone would have only 50 components. A sheet of sapphire crystal protects the screen on every Vertu handset. This sapphire is so hard that probably only your diamond ring would scratch it.

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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