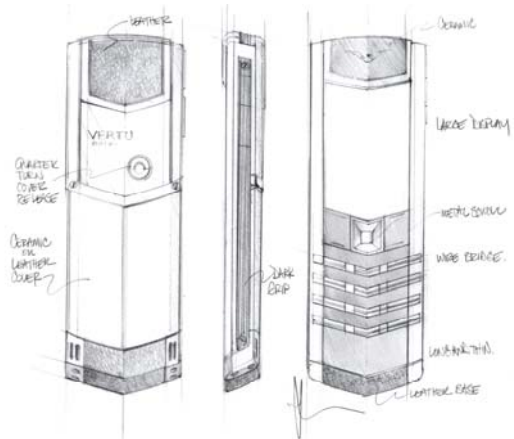


# VERTU

## VERTU SIGNATURE AWARDED PRESTIGIOUS INTERNATIONAL PRIZE FOR PRODUCT DESIGN

**London, April 2009** – Vertu, the world’s leading manufacturer of luxury handcrafted mobile phones, is proud to be the recipient of the coveted Red Dot award for Product Design 2009.

The Red Dot is an internationally recognised quality label for excellent design and leading innovation. With over 11,000 submissions from 61 countries it is the largest and most renowned design award in the world. Reviewed and evaluated by a jury of experts in the fields of product design, communication design, and design concepts, brands must meet the exacting criteria of degree of innovation, functionality and formal quality to stand a chance against tough competition.



We are honored our new Vertu Signature has been recognized by the design community with this globally respected accolade. The new Vertu Signature – represents a stylistic launch into the next decade of Vertu design evolution.

Frank Nuovo, Vertu Creative Director and Designer says, ‘Quite simply, we set out to create a new high mark of precision mobile communications engineering and design - one without equal. The ultra lean and slender form is equally engineered to be robust and reliable yet confidently elegant. The material selection and design provides a uniquely high touch experience with a comfortable reach from the hand to the face. The sapphire fascia of a Vertu Signature takes more than two weeks to create in a 2000°C furnace. It is so strong that it can only be cut or scratched with a diamond. The precision crafted Vertu Signature is a culmination of a decade of Vertu knowledge, passion and experience.

Only a tenth of all entries receive a Red Dot award and Vertu joins creative luminaries including Bang & Olufsen, Apple and Vitra in the design heavyweight hall of fame.

[www.vertu.com](http://www.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 50 countries and in 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

For further media information, please contact: Joanna Good or Madeleine McLeod at Neville McCarthy Associates on +44 20 7940 2900 or [joanna@nevillemcCarthy.com](mailto:joanna@nevillemcCarthy.com) or [madeleine@nevillemcCarthy.com](mailto:madeleine@nevillemcCarthy.com)