



ANUCCI INTRODUCES LUXURY COMMUNICATION

[September 8, 2001] Los Angeles – ANUCCI once again redefines luxury products with the conceptual creation of the world's first diamond-encrusted mobile phone. The concept is audacious but Anucci envisions a new segment fusing luxury goods and consumer electronics, after all so much of today's lifestyle revolves around technology that the marriage seems eventual. Well, as with any successful marriage, there are two partners.

That quest lead to Motorola, a mobile communications company accustomed to innovation and to the challenge of defying conventional communications, transcend style and indulgence, and give birth to the world's most innovative and luxurious mobile phone.

The unique alliance cultivates brilliant originality by fusing the style manifesto of Anucci with the Avant-garde technology of Motorola. The individual and collective spirit of excellence is evident in these two brands but in concert Motorola will bring global communications expertise and rich media content whilst Anucci contributes creative direction and design, luxury distribution channels, and affluent customers familiar with Anucci's craftsmanship and originality.

The joint collaboration and venture is a true testament to vision, innovation, and the insatiable appetite for sophisticated products worldwide. The first collection of luxury communication is scheduled for global launch in Q2 2002.

About Anucci

Established in 1987, the House Of ANUCCI is one of the world's leading international fashion and luxury goods houses, a true mark of excellence with what simply began as a fragrance has grown into an entire world that has redefined how style and quality is perceived. The ANUCCI experience is distributed through a network of over 45,000 dedicated spaces in major department stores and duty-free areas, as well as a number of selective multi-brand boutiques in 73 countries and 6 continents. To enter the world of Anucci, please visit www.anucci.com.

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About Motorola

Motorola, Inc. (NYSE:MOT) is a global leader in providing integrated communications and embedded electronic solutions. Sales in 2001 were \$30 billion. For more information about Motorola, please visit www.motorola.com.

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