



ANUCCI INTRODUCES THE DIAMOND ENCRUSTED MOBILE PHONE

Los Angeles - February 15, 2002



In the passionate pursuit of luxury and sophistication, Anucci has envisioned the first ever jewel-encrusted mobile phone...an extraordinary fusion of intelligence and elegance for the world's *crème de la crème*. A communications tool which is first and foremost a lifestyle statement...alluring to the eye, velvet to the touch, and admired for its rareness.

The quest led to Motorola, a mobile communications company accustomed to innovation, and to Mobiliare, a luxury technology group dedicated to creating style and design in luxury goods. To create such a masterpiece, Anucci commissioned these two world-renowned companies to defy conventional communications, transcend style and indulgence, and give birth to the world's most innovative and luxurious mobile phone.

The unique alliance cultivated the purposeful yet precious "ANUCCI ICEBREAKER", a limited edition redesigned Motorola V70 mobile phone lavishly appointed with 3.27 carats of brilliant-cut diamonds, pavé set in a stunning 18 carat white gold bezel crafted by Anucci's finest Italian jewelers.

If described only in one word...EXTRAVAGANT! The sparkling craftsmanship and sophisticated diamond bezel design is classic Anucci artistry. The revolutionary designed revolving cover is pure aesthetic marvel. The precision crafted components and intelligent user interface is characteristically Motorola.

Anucci expected nothing less from the creator of the "flip phone" and the designers of "liquid fashion"! Once more, Motorola has redefined the form factor of mobile phones and Anucci has remained true to their eternal style manifesto.

The "ANUCCI ICEBREAKER" diamond phone is cased in the Anucci Italian Concierge Case, a meticulously handcrafted jewelry box, which houses the elite essentials...a standard charger, executive headset, necklace link, speakerphone attachment, MP3 Player attachment, and desktop charger.

The Limited Edition of 50 "MOTOROLA ICEBREAKER" diamond mobile phones will be available exclusively through Mobiliare Group Worldwide and will operate on the Cingular GSM network in the USA and various International GSM networks.



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 Mobiliare

Mobiliare is the art of mobility, the convergence of technology, and the pursuit of a synchronized lifestyle. As such, Mobiliare's mission is the joint exploration and development of market-defining mobile solutions and on demonstrating how next-generation co-branded wireless devices and applications can enrich and enhance business and personal life. To learn more about the Mobiliare lifestyle, please visit www.mobiliare.cc.

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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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About Cingular Wireless

Cingular Wireless is the second largest wireless carrier in the U.S, and a joint venture between SBC Communications (NYSE - SBC) and BellSouth (NYSE - BLS) with 27 million subscribers. Cingular provides cellular/PCS service in 42 of the top 50 markets nationwide. Cingular offers customers advanced technologies in simple, cost-effective ways that permit them to tap the creative potential of wireless through their own self-expression. Details of the company are available at www.cingular.com.

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