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ANUCCI & MOTOROLA launch 3rd Diamond Encrusted Mobile Phone

Los Angeles, CA - In the passionate pursuit of luxury and sophistication, ANUCCI has envisioned the third in a collection of MOTOROLA jewel-encrusted mobile phones...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 it's rareness.

In creating such a masterpiece, Anucci & Motorola dared to defy conventional communications, transcend style and indulgence, and give birth to the world's most innovative and luxurious mobile phone.

The unique alliance created the purposeful yet precious "ANUCCI V600", a limited edition redesigned Motorola V600 mobile phone lavishly appointed with 11.73 carats of Brilliant Russian Cut diamonds (VS Clarity/F Color), pavé set in an 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 and pure aesthetic marvel. The precision crafted components and intelligent user interface is characteristically Motorola.

The "ANUCCI V600" diamond phone is cased in the Anucci Biometric Briefcase, the first commercial generation briefcase that utilizes unique biometric fingerprint analysis to unlock the case. The Limited Edition 50 "ANUCCI V600" diamond mobile phone is priced at US\$ 49,500.00 and will launch on February 1, 2004 operating on the worldwide GSM network. Once more, Motorola has redefined iconic mobile communications and Anucci has remained true to their eternal style manifesto.

Please visit www.anucci.com or www.motorola.com for more info.

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 95,000 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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