



Fashion For Heads

## The Bluetrek MINI Headset: A Timeless Classic for Modern Mums

*The latest Bluetooth device in time for Mother's Day*



Paris, France, xxx April, 2007 – Bluetrek, a ModeLabs Group brand that is rapidly expanding in the wireless sector, is pleased to present the **MINI**, its latest Bluetooth device. A perfect gift for Mother's Day, the new headset is ideal for modern mothers on the go. The **MINI** is both an elegant and fashionable accessory that can be worn either as an earpiece or around the neck.



### The MINI: Technology that goes in style!

#### ★ Stylish

Lightweight, with metallic chrome finishing and a sleek design, the **MINI** is synonymous with style. When worn as a necklace, the **MINI** becomes an ideal fashion accessory that's comfortable and easy to wear, topping off any outfit whether for work or for the weekend.



#### ★ Energizing

**With 7 hours continuous talk time and 10 days standby time** - mums can stay in contact with their families and friends while remaining hands free. The **MINI** is compatible with all mobile phones, PDA's and computers with Bluetooth V1.2 version.

#### Price and availability

The Bluetrek MINI headset will be available as of May 2007 at a retail price ranging from €49 to €59.

*For further information or product test requests, please contact the press department below.*

## About Bluetrek - [www.bluetrek.com](http://www.bluetrek.com)

Bluetrek, a brand of ModeLabs Group, is a rising name in the world of Bluetooth consumer products. It has built its success on the highly-acclaimed G2, the first lightweight and fashionable Bluetooth headset. Today, the collection includes innovative Bluetooth mono, stereo and car kit solutions that are sold by a number of leading retailers and operators in over 40 countries around the globe.

Bluetrek is a brand that blends innovative design with cutting edge technology for mobile lifestyles. The brand is designed to cater to the tastes of style-conscious consumers as well as tech-savvy professionals. The growth of Bluetrek can be accredited to the enthusiasm and skill of its dynamic team and to the unique characteristics of its products. All Bluetrek products boast excellent performance with extended talk time, universal compatibility, comfort and lightweight design.

Bluetrek is making its mark on the fashion scene, with its "Fashion for Heads" approach. From the product itself to their bold advertising campaigns, Bluetrek is a different breed of Bluetooth headsets for mobile phones. Two of its latest products, the **X2** (the first water and shock resistant headset) and the avant-garde **ST1** Bluetooth stereo headset - set to revolutionise mobile phone music, were awarded the prize for Innovations 2007 Design and Engineering Awards at the CES Las Vegas in 2007.

Bluetrek® is a brand of ModeLabs Group.

## About ModeLabs Group - [www.modelabs.com](http://www.modelabs.com)

ModeLabs Group, the creator of the "Mobile On Demand™" offer, is a customized design manufacturer (CDM) specialized in mobiles phones using new generation technology. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and mass market brands.

Thanks to the combination of its marketing expertise, its cutting-edge technological know-how and its flexible "fabless" organisation, ModeLabs Group is meeting the growing demand for Telecom market segmentation by giving mass market brands, operators/MVNO or distributors the opportunity to create their own range of mobile phones, accessories and services.

ModeLabs Group is listed on the Euronext Eurolist – Paris (code "MDL", ISIN code: FR0010060665, SFB 250).

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