

PRESS RELEASE

Barcelona - MWC
February 2010

**Cellular Italia SpA
will again this year be attending the prestigious
Mobile World Congress in Barcelona
with its historic Cellular Line® brand
and is getting ready to
celebrate 20 glorious years!**

February 2010 - Cellular Line® at the Mobile World Congress in Barcelona

- Hot from its successes of previous years, the Cellular Line® brand will be once again this year attending the prestigious MWC in Barcelona, the ideal stage for consolidating its European leadership.



Cellular Line® the international mobile phone accessory premium brand and the pride of Cellular Italia SpA, will be on show at the MWC in a new state-of-the-art exhibition area (**Hall 2, area E21**). The group's team will be at the disposal of professionals in the field and journalists to present its new products and all the other services which have enabled Cellular Line® to increase its market share and turnover even in a difficult year like 2009.

Fabio Gusmani, the group's export director, elaborates:

- "Our aim here at Barcelona is to show our present and prospective customers the importance we attach to constantly evolving our range of accessories for multimedia devices in line with the rapid developments happening in the marketplace.

The success of smartphones, the iPhone® phenomenon, the imminent arrival of the single connector and many other factors contribute to constant change in the competitive arena: I would emphasize that in this respect, the reason why Cellular Italia SpA is continuing to succeed and to escalate its role as main player at international level notwithstanding the difficult times, is its ability to anticipate consumers' new requirements and to put its new strategies into practice in a timely and effective way. I am sure that everyone who comes to see us at the MWC in Barcelona will fully appreciate how Cellular Line® is able to seize and also to create new development opportunities in an accessories market that is continuously evolving.

Alongside the mobile phone accessories there will also be an area of the stand dedicated to our other brands, our Digicamon, Be Konnekt and MP3 Zone mobile phone offerings".

In addition to Italian sales and export management, representatives of the French division, Spanish associates (**Cellular Iberia and Cellular Spain**) and Swiss associates (**Cellular Swiss**) will also be present at the fair.



“HAPPY BIRTHDAY” – At the Mobile World Congress 2010 in Barcelona, Cellular Italia SpA & Cellular Line will be celebrating their first 20 years of success!

- Cellular Italia SpA has chosen the Mobile World Congress 2010 as an ideal location for celebrating 20 years of success for Cellular Line®, the best known and most widely sold mobile phone accessory brand in Europe. The weekend before the MWC there will be a meeting of all associates and distributors operating abroad.

A short history of Cellular Italia SpA and the Cellular Line brand

1990: in this year the fledgling Cellular Italia, from its first headquarters in Reggio Emilia, ingeniously seized a big business opportunity in the new mobile phone niche market by exploiting the short battery life of these expensive and much sought-after items... Cellular Italia courageously invested in its first brand, Cellular Line®, and produced a new basic product accessory: the first in-car battery charger for mobile phones.

In 2010, after two decades, the Cellular Line® brand has sold over 70 million accessories in more than 60 countries and boasts 5 European branches.

At the MWC, to celebrate this very special occasion, the new stand will be displaying an exclusive new Cellular Italia Twentieth Anniversary livery especially for the event.

See you there!



The high resolution photos of the accessories contained in the press release can be found on our website at <http://www.cellularline.com/press>