

Corporate Press Release

ALCATEL mobile phones COLOUR your life in 2009

TCT Mobile today unveiled the company's 2009 business strategy and product roadmap for ALCATEL mobile phones at the Mobile World Congress 2009. Building upon the success achieved in 2008, TCT Mobile aims to further reinforce its position in the mobile phone business with a strategy that directly engages the needs of end users in a challenging economic environment.

"In 2008, our product strategy of bringing stylish designs gave consumers more choices and a creative exposure to the ALCATEL brand," said Mr. Albert Wong, Executive Vice President of ALCATEL mobile phones. "With this foundation, we will move into 2009, ready to bring new choices and solutions to attract the global market. ALCATEL mobile phones are dedicated to offering product values that will resonate clearly with our target consumers."

2009 could spell a challenge for the mobile phone industry in general, but ALCATEL mobile phones see potential in certain segments to revive consumers' demand in the global market. To reinforce the design focus made in 2008, ALCATEL mobile phones will concentrate on three product line-ups in 2009, making an optimization of colours and values: full colour options at entry level price; camera phones at competitive prices; and Internet-enabled devices powered with social working experience at attractive prices.*

Diversification is a top priority in 2009. ALCATEL mobile phones will expand into five major areas of business that will provide multiple solutions in the handset market, from consumers to operator partners. These business units include:

- GSM – Products like OT-363, OT-660, OT-767, OT-800 are part of our new collection
- CDMA – Handset models including OT-S211C, OT-E206C, OT-217C and OT-I650C, to name a few
- Data Cards – Data modems allow laptops and PCs to access the Internet using mobile phone network
- Value-Added Applications Centre (VAAC) – Production of software

ALCATEL

mobile phones

applications and solutions for mobile phones

- Brand Design Lab – A design centre which brings international brands of fashion, lifestyle or consumer products to mobile phones, transforming them into fashionable accessories across the globe

Further to the diversification in solutions, ALCATEL mobile phones will also focus on key brand and product attributes such as simplicity, affordability, accessibility and unique styling. These attributes stand out and augur well in a global mobile phone market that has become overcrowded and confusing for the average consumers.

Imprinting the above attributes on every ALCATEL handset, ALCATEL mobile phones set to take a step further in the year to come. This brand is ambitious to add extra value to the uprising MID segment in the market, pulling the general users from their comfort zone to a new breed of devices at comfortable cost.

“In recent years, the demand for mobile technologies and access to online content on-the-go are increasing, said Mr. Albert Wong, Executive Vice President of ALCATEL mobile phones. “This phenomenon is largely reflected by the exponential growth of smartphones and mobile Internet devices. Yet, they are either not easily accessible enough or attractive for some. ALCATEL mobile phones will bring simplicity, affordability, accessibility and style into the MID market that will surprise the average consumers.”

With this direction, TCT Mobile is dedicated to offering consumers a multitude of choices, colours, functionalities and fun in mobile phones. The ALCATEL brand is now the most attractive alternative choice of mobile handset in the marketplace.

END

**Please refer to the accompanying product press release for a detailed description of ALCATEL mobile phones' product strategy.*