



**GOLDVISH**

**GENEVE**



**PRESS RELEASE**

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8 September 2006

**GOLDVISH'S FIRST PUBLIC INTRODUCTION IN EUROPE GREAT SUCCESS**

***Sale of most expensive cell phone certificated by Guinness World Records***

GoldVish S.A., the Geneva based luxury communications goods company, is proud to announce the outstanding reception of its first public introduction in Europe, at the Millionaire Fair in Cannes, last weekend. The 'crown jewel' of the GoldVish luxury cell phone collection was 'Le Million' Piece Unique, sold to a Russian businessman for one million euros.

**Guinness World Records**

Officials from the Guinness World Records arrived at the fair on last Saturday and certificated the sale of the utmost luxury cell phone as most expensive and most exclusive mobile phone ever sold. The media interest of 'le Million' was overwhelming. Among visitors of the Fair were local authorities and members of international press and media. The GoldVish stand attracted so much media interest that it was hosting camera teams from all over the world.

Michel Morren, CEO of GoldVish: 'The introduction of the GoldVish luxury cell phone collection in Europe in Cannes was a great success, I am excited with the worldwide reception and look forward to attending the millionaire Faire in Moscow October next' .

**About le million, Piece Unique**

This handmade cell phone is made of 18-carat white gold, mounted with 120-carats of VVS-1 graded diamonds and equipped with the latest in mobile technology. Designed by Emmanuel Gueit, it was made as an addition to the 'Illusion collection'. 'Le Million' Piece Unique will be distributed in a very limited edition of three pieces worldwide and is only available on special request.

**About GoldVish**

GoldVish, the Geneva based company, firmly establishes its position as a leader in the exclusive segment of luxury personal communication by introducing this exclusive luxury cell phone collection. Founded in 2003 by Michel Morren and Gregor Snip, the company's uniqueness is based on combining three distinctive worlds: precious metals, diamonds, haute couture and the ever developing world of technology. For additional details or more information please visit

[www.goldvish.com](http://www.goldvish.com) or email to [info@goldvish.com](mailto:info@goldvish.com)

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