

Bell-Park Co., Ltd.

President & CEO: Takeru Nishikawa

Stock exchange listing: JASDAQ

Stock code: 9441

Contact: Hiroshi Ishikawa, Corporate Officer, General Manager, Administration Division

Tel: +81-(0) 3-3288-5211

**Bell-Park announces distributorship agreement
for independent shops in Japan with VERTU**

Our company has today concluded a distributor agreement with VERTU for luxury mobile phones for independent shops in Japan.

VERTU is the luxury division of Nokia Corporation (Headquartered in: Espoo, Finland, President and CEO: Olli-Pekka Kallasvuo) and was set up to create an entirely new kind of crafted, luxury phone.. All VERTU phones are assembled by hand at its workshop in England. They are available exclusively in Vertu's own stores and over 370 of the finest watch, jewellery and department stores across 48 countries worldwide.

Our company group has grown substantially as the distributor exclusively handling Softbank Mobile handsets, having mobile phone sales business as our main revenue stream. We will continue to handle Softbank Mobile handsets exclusively, and also develop retail shops for luxury phones where we can utilize our know-how regarding mobile handset sales.

By doing so we will expand our business and our revenue stream.

VERTU

Bell-Park

Press release

June 28, 2007

To whom it may concern

VERTU announces luxury mobile phone distribution agreement for Japan with Bell-Park

Bell-Park

VERTU.

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Since this press release is jointly issued by Bell-Park and VERTU, you may receive a duplicate press release from both companies. Thank you for your patience and understanding.

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VERTU, the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market, has concluded a distributor agreement with Bell-Park (Headquartered in: Chiyoda, Tokyo, President and CEO: Takeru Nishikawa) as part of its planned launch into the Japanese market in autumn 2008. VERTU is the luxury division of Nokia Corporation (Headquartered in: Espoo, Finland, President and CEO: Olli-Pekka Kallasvuo).

“We have been excited about the potential for Vertu in Japan for some time”, said VERTU’s President, Alberto Torres. “As one of the world’s biggest markets for luxury goods, with consumers that have a very discerning eye for quality, we have always believed that what Vertu has to offer will be of great interest”

“However, we have had to wait until we could deliver Vertu phones that are compatible with W-CDMA, which is available in Japan”, Mr Torres continued. “We will be able to deliver these in 2008, and we are delighted to be able to benefit from Bell-Park’s extensive experience in the Japanese mobile phone market, as well as

their expertise in retail management”.

Takeru Nishikawa, President and CEO of Bell-Park, remarked: “VERTU is a world-leading company that has already shown strong business growth in other areas of the world. We look forward to linking VERTU’s expertise in luxury with Bell-Park’s experience in retail development and operations in Japan. Together I believe we can make VERTU’s launch in Japan an outstanding success.”

[Bell-Park Co. Ltd.]

Bell-Park is an independent cellular phone distributor established in 1993. Bell-Park was listed on JASDAQ on May 2000. It is engaged in 3 types of businesses, such as mobile communication equipment sales, human resource service, and other businesses (e.g., broadband service subscription agency). Cellular phone equipment sales is its main business. Bell-Park is one of the largest independent distributor that exclusively handles Softbank Mobile phones. It focuses on effective deployment of Softbank retail shops in Kanto and Tokai areas (56 shops in Kanto, 12 shops in Tokai as of June 28). Bell-Park also is involved in enterprise sales and a wholesale business to secondary shops. Consolidated sales and operating profit in December 2006 were respectively 24.3 and 1.08 billion JPY.

[VERTU]

VERTU is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. VERTU is the luxury division of Nokia Corporation and was set up in 2002 originally as a wholly owned subsidiary to create an entirely new kind of crafted, luxury phone. Its headquarters are located in Church Crookham, England. All VERTU phones are assembled by hand at its workshop in England. They are available exclusively in Vertu’s own stores and over 370 of the finest watch, jewellery and department stores across 48 countries worldwide.

Any question about this press release? Contact us:

Bell-Park

Corporate Strategy Division, Mr.Ikebe

Hirakawa-cho Bldg. 8F, 1-4-12, Hirakawa-cho, Chiyoda, Tokyo, zip-code:
102-0093

TEL: 03-3288-5211 (only Japanese)

Email: ikebe@bellpark.co.jp (Japanese and English)

Webpage: <http://www.bellpark.co.jp>

* See VERTU's website for information on VERTU products (<http://www.vertu.com>
Japanese language version is planned to become available).

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