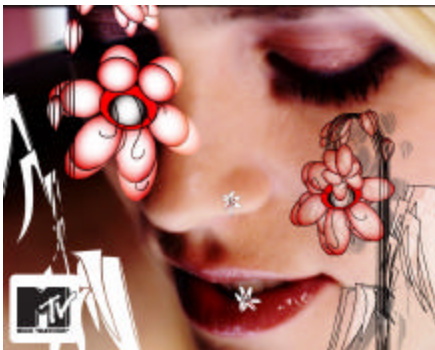


EXQUISITE CORPSE

Known as one of MTV's award-winning 2003 multimedia global visual image campaigns, Exquisite Corpse has been "re-versioned" for mobile use and will appear exclusively on Motorola handsets (ex US, Japan, Canada) this year in the form of wallpaper, ringtones, screensavers and video. Exquisite Corpse is based on an old parlour game played by several people, each of whom would write words or phrases on a piece of paper, fold the sheet to conceal part of it and pass it on to the next player for his contribution. *Cadavre Exquis*, as it was originally known, was also used by the surrealists in the early 20th century, such as Lautréamont, Ernst & Calas to explore the mystique of accident.



Using this concept as inspiration, MTV's channels around the world participated in a form of imaginative and creative Exquisite Corpse, coming up with just three seconds of material based only upon seeing the preceding three seconds of material that was produced in another region. The material was exchanged in digital format over the Internet and finally edited together to produce each of the campaign's 16 30-second spots. Featuring original music, the result is a distinctive, yet abstract, blend of animation, still and moving images, which highlights the diversity of the company's award winning localized TV channels and Web sites.

The 16 MTV channels and MTV Web sites involved in Exquisite Corpse were Asia, Australia, Brazil, Canada, Europe, Germany, Italy, Japan, Korea, Latin America, Nordic, Poland, Russia, Spain, US, UK and Ireland. Exquisite Corpse premiered on June 17, 2003 on MTV's channels in Asia, Australia, Europe, Latin America, North America and Russia and won an award at the Resfest Digital Film Festival in 2003.

The new Motorola E398 and model C650 will have the selections from the campaign embedded and additional new elements from Exquisite Corpse will be available for download each month (ex. US, Japan, Canada). A Web page unique to the campaign, www.exquisitemtv.com, has been produced providing all regions with a link and the ability to stream the 30-second spots, along with flash animations illustrating the campaign's concept. In the near future, a link to www.hellomoto.com will enable visitors to download new Exquisite Content directly to their handsets.



For more information, please contact:

Julie Cordua
Motorola
Ph: (773) 771-9446
Julie.cordua@motorola.com

Mark Levine
MTV Networks International
Ph: (212) 258-7241
Markj.levine@mtvn.com

For downloadable images, please visit: <http://www.motorola.com/mediacenter>