

FOR IMMEDIATE RELEASE

Motorola Challenges College Students to Imagine the Future of Seamless Mobility

New "MOTOFWRD" competition to be judged by youth trend researcher Dee Dee Gordon, sci-fi author Cory Doctorow, futurist Dr. James Canton

SCHAUMBURG, Ill., 26 July 2005 – Imagine your car contacting the mechanic directly to schedule its next oil change or downloading a music video from your car stereo to watch on a conference call with a friend across the globe.

Is this the future of mobile communications? You tell us.

To help visualize the next generation of seamless mobility, Motorola, Inc. (NYSE: MOT) today launched MOTOFWRD, a nationwide competition challenging emerging innovators to depict – either through words or visuals – how tomorrow's society will answer to the consumer demand to live life wherever, whenever and however. Seamless mobility is a set of solutions that will provide easy, uninterrupted access to information, entertainment, communication, monitoring and control when, where and how we want regardless of the device, service, network or location.

"Through the MOTOFWRD competition we are inspiring rising innovators to inspire us," said Ed Zander, chairman and CEO, Motorola, Inc. "The ability to dream, to imagine the possibility, is one of the greatest assets of today's youth and this program allows the next generation of scientists, inventors and designers to show us their best."

Whether using wearable wireless technology to listen to music or arming employees with tools for on-the-go office productivity, Motorola's version of seamless mobility provides fluid connections between people, things and information – at home, at work, in the car or anywhere in-between. Leveraging this information, MOTOFWRD entrants will redefine wireless communications for the future.

"The emerging communication environment will be designed and defined by today's young people who will mold and shape the available technologies in innovative ways," says Shiv Bakhshi, Ph.D., director for wireless research at IDC. "It has always been the prerogative of youth to challenge established orders and today's youth, more than any technology company or regulator, is likely to drive the need for seamless mobility."

Entries will be judged by a panel of today's most creative and forward-thinking minds, including youth culture expert and trend researcher Dee Dee Gordon, futurist and award-winning sci-fi author Cory Doctorow and futurist and social scientist Dr. James Canton, among others. Select judges will be commissioned to write white papers, offering their unique points of view on the ways society will communicate and interact in the future.

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College students focusing on science, technology, engineering, writing, film and other arts and science fields can submit visual art or written entries, including essays, white papers, short stories, short films, comic strips or digital art to express their view of seamless mobility and bring the next wave of mobile connectivity to life.

“Motorola has a long-standing commitment to supporting education initiatives all over the world, including the Lego League in Germany, the Sci-Fun Technology Road Show in the U.K. and the U.S. MATHCOUNTS® foundation,” said Zander. “MOTOFWRD is the latest extension of the ways our company supports the best and brightest.”

Contest Details

There will be one grand prize awarded, which includes a \$10,000 cash award, a Motorola Bluetooth®-enabled car, a suite of the company’s most advanced seamless mobility products and a summer apprenticeship opportunity with Motorola’s Chief Technology Office.

“Today’s youth are leading the technology revolution. I look forward to learning from these young minds who bring a unique perspective to the constantly changing technology industry,” said Motorola Chief Technology Officer Padmasree Warrior.

Three runner up winners will receive \$2,500 cash and product prize packages. Additionally, the general public will have their chance to vote for their favorite submission online for the MY MOTOCHOICE award winner who will also receive \$2,500 cash and a product prize package. Submissions will be accepted from September 1 through November 15, 2005 and winners will be announced in January 2006. MOTOFWRD is open to any college student in the United States. All MOTOFWRD rules and requirements can be found at www.motorola.com/motofwrd.

About Motorola

Motorola is a Fortune 100 global communications leader that provides seamless mobility products and solutions across broadband, embedded systems and wireless networks. In your home, auto, workplace and all spaces in between, seamless mobility means you can reach the people, things and information you need, anywhere, anytime. Seamless mobility harnesses the power of technology convergence and enables smarter, faster, cost-effective and flexible communication. Motorola had sales of US \$31.3 billion in 2004. For more information: www.motorola.com.

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