

## **BRIGHTSTAR EXPANDS DISTRIBUTION RELATIONSHIP WITH RESEARCH IN MOTION IN HONG KONG**

**MIAMI, FLA and HONG KONG, August 4, 2010** – Brightstar Corp., a global leader in services and solutions for the wireless industry, has expanded its existing global distribution relationship with Research In Motion (RIM) to Hong Kong, one of the world's most dynamic and advanced mobile markets. Brightstar will distribute BlackBerry® smartphones to multiple retail channels in Hong Kong. Supported smartphone models include BlackBerry® Bold™ 9700 in black and white and BlackBerry® Curve 8520.

According to a June, 2010 survey from cellular-news, a wireless telecommunications online publisher, nearly 50 percent of respondents in Hong Kong own a smartphone, which is more than double the global rate of 23 percent. In addition, nearly 40 percent of mobile users in Hong Kong hope to replace their existing smartphones in the coming months, due to a growing excitement for new products and services.

Through the expanded relationship, BlackBerry smartphones will be available from a wide range of retail outlets throughout Hong Kong and customers will be able to purchase the BlackBerry smartphone on a standalone basis.

In Hong Kong, Brightstar will provide local support for BlackBerry users who have purchased a smartphone from one of Brightstar's channel partners. In addition, Brightstar will work with RIM to provide product training, in-store marketing support and point-of-sale materials to all Brightstar channel partners.

"We are glad to extend the reach of BlackBerry smartphones in Hong Kong with Brightstar. With this expanded relationship, RIM will be able to better serve customers in this dynamic market," said Norm Lo, Vice President of Asia, Research In Motion.

Arturo Osorio, president of Brightstar Asia Pacific, Middle East & Africa said, "Brightstar is eager to expand upon the success we've already experienced with RIM in many other regions throughout the world. Hong Kong is one of the areas where consumers and businesspeople alike demand the most cutting-edge wireless technology. The BlackBerry brand is well recognized around the world for leading-edge wireless communications and we're pleased to bring choices of BlackBerry smartphones to customers in Hong Kong."

For more than five years, RIM and Brightstar have enjoyed a strong and growing global relationship, and with the expansion into Hong Kong, the two companies have now increased their collaboration to 58 countries and regions. In addition to Asia Pacific, Brightstar currently distributes BlackBerry products to network operators, retailers and Value-Added Resellers (VARs) in the United States, Europe, Latin America, and the Caribbean.

**About Brightstar Corp.**

Brightstar is a multi-billion dollar global services company providing solutions to Manufacturers, Operators, Retailers, and Enterprises serving the telecommunications industry. With sales and distribution facilities on six continents, Brightstar offers its customers the largest global reach, enabling the right product to be in the right place, at the right time. For more information on Brightstar, please visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

**For more information, contact:**

Brightstar Corp.

Michele M. Merrell

[michele.merrell@brightstarcorp.com](mailto:michele.merrell@brightstarcorp.com)

Tel: +1.305.921.1484

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