

## **OI SELECTS BRIGHTSTAR AS ITS PARTNER FOR THE SALE OF UNLOCKED WIRELESS DEVICES**

*New Agreement Means Brightstar will Manage Oi's Online Sales for Unlocked Wireless Devices Including Smartphones and USB Modems*

**RIO DE JANEIRO, BRAZIL – December 28, 2009** – Oi, the largest fixed line and mobile telecommunications company in Brazil, has signed a services agreement with a subsidiary of Brightstar, a leading global distributor and supply chain provider to the wireless industry, whereby Brightstar will operate and manage Oi's online sales channels for unlocked wireless devices.

Aligned with Oi's strategy to simplify its customers' lives, the Oi branded website ([www.oi.com.br/equipamentos](http://www.oi.com.br/equipamentos)) will initially provide unlocked mobile handsets from leading global brands like Nokia, Samsung, LG, and Motorola and will also include well-known smartphone manufacturers Blackberry, HTC, and Apple. Oi launched the sale of unlocked iPhones in Brazil in mid-December, and Brightstar's services will give Oi customers the additional option of purchasing the iPhone online. In the near future the portfolio of devices offered by the site will be expanded to include USB modems.

When Oi customers visit and use the website, it gives them the option to pay with their credit cards in up to ten deferred monthly installments, and further allows customers to use credit from Oi post-paid plans to buy products. Ultimately, the website offers a breadth of wireless products and multiple payment options all designed to provide Oi customers with the best choices and great service.

The website, which is currently up and running, is expected to provide Brazilian consumers with an alternative to the traditional wireless channels like retail stores. Brightstar and Oi have been working together since Brightstar entered Brazil at the end of 2004, and this agreement further strengthens their partnership.

### **About Oi**

Brazil's largest fixed line and mobile telecommunications company, Oi is the pioneer in the provision of converging services in the country. Oi provides transmission of local voice and long distance,

mobile, data communication, Internet and entertainment. With a nationwide operation, Oi had about 60.5 million customers. In the second consecutive year, Oi takes part of Entrepreneur Sustainability index (ISE) from Bovespa, reflecting company's high commitment level to social responsibility and to sustainable management practices adoption.

**About Brightstar Corp.**

Brightstar Corp. is a multi-billion dollar global leader in demand generation distribution and integrated supply chain solutions for the converging wireless and IT industries. With sales and distribution facilities on six continents, Brightstar offers leading wireless and IT manufacturers the largest global reach, enabling the right product to be in the right place, at the right time. Brightstar's supply chain solutions are used by many of the world's top network operators and retailers to turn their supply chains into a competitive advantage. For more information on Brightstar, please visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

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