

## **BRIGHTSTAR LAUNCHES GLOBAL ACCESSORIES COMPANY**

*Former Jabra Executive Morten Steen-Jorgensen Named President & CEO of Brightstar Accessories*

**June 12, 2008 -MIAMI --** Brightstar Corp., one of the largest wireless device distribution and supply chain solutions companies in the world, announced today it has formed a new global accessories company called Brightstar Accessories. The new company, headquartered in Miami, will focus on the procurement, marketing, sales and distribution of innovative mobile device accessories to operator, retail and dealer customers worldwide.

According to a report issued by ABI Research in February 2008, mobile phone accessory worldwide sales in 2008 will exceed \$40 Billion, with that number expected to double by 2012.

Brightstar Accessories will be uniquely positioned to sell and support a full range of both OEM and aftermarket accessories to customers around the world. The company plans to leverage Brightstar's unmatched global footprint, supplier agreements and worldwide customer base to deliver better operational efficiencies, improved product portfolios and a full range of support services to help customers increase the sales of high margin accessories to their consumer base.

To lead the new company, Brightstar has named former Jabra executive Morten Steen-Jorgensen as president and CEO. Steen-Jorgensen brings vast depth of experience from assignments in manufacturing, as well as operator and distribution organizations. Steen-Jorgensen was president of GN Mobile/Jabra, a leading global provider of wired and Bluetooth headsets. He also spent several years at AT&T, where his roles expanded from retail product management to channel and strategy development for AT&T's international businesses in EMEA, Hong Kong, Netherlands, UK, Denmark, and the United States.

R. Marcelo Claire, Brightstar chairman, CEO & president of Brightstar said, "Worldwide, accessories continue to be a growing part of the wireless marketplace. As devices become more sophisticated and data-centric, the need for high level accessory solutions becomes increasingly critical. The formation of Brightstar Accessories, headed by Morten Steen-Jorgensen, addresses this need, and will further position Brightstar as a global leader in device and accessory management."

Morten Steen-Jorgensen added, "We believe that accessories can be a significant revenue contributor and margin enhancer to our customers, while simultaneously improving consumer satisfaction with their mobile device and overall wireless experience. By creating Brightstar Accessories, we will lead the charge in providing the highest quality and largest product portfolio in the industry, serving both our supplier partners and over 160,000 points of sale around the world."

Brightstar Accessories will focus sales and marketing activities in Latin America, North America and Asia Pacific regions initially and will shortly expand to include Europe.