

## **BRIGHTSTAR CORP TO EXPAND OPERATIONS INTO TURKEY**

*Company Announces Joint Venture Partnership with Turkey's leading Media Group*

August 7, 2008 – Istanbul – Brightstar Corp., a global leader in customized distribution and integrated supply chain solutions for the wireless industry, announced today its entrance into Turkey. The addition of Turkey marks Brightstar's further entrance into Eastern Europe, and enhances the company's global geographic leadership in more than 50 countries on six continents.

Brightstar and Smile Holding, a subsidiary of Dogan Yayin Holding, have established a joint venture in Turkey. The joint venture company will provide an integrated supply chain solution for the 650 countrywide Smile shops, delivering products and services in the telecom, internet, media and entertainment sector.

In delivering integrated supply chain solutions to the joint venture, Brightstar will utilize its global expertise in product sourcing, device and category management and supply chain operations to support Smile's expanding organized retail channel.

Marcelo Claure, president, chief executive officer and chairman of Brightstar Corp, said, "Brightstar is pleased to bring its superior global supply chain expertise to Turkey and Eastern Europe, initially supporting this joint venture with Smile Holding to significantly improve Smile's operational performance and retail execution. We plan to further expand Brightstar's position by delivering next generation supply chain solutions throughout the market."

Mehmet Ali Yalcindag, chairman of Smile Holding and president of Dogan Yayin Holding, said, "We believe Brightstar's extensive distribution, logistics and supply chain solutions expertise will provide increased availability of products and value added services to Smile Shops and dealers throughout Turkey."

### **About Brightstar**

Brightstar Corp. is a global leader in customized distribution and integrated supply chain solutions for the wireless industry. With global headquarters in Miami, FL, Brightstar operates sales, distribution and manufacturing facilities in 50 countries on six continents, giving it the largest global reach for its customers. Recently, Brightstar was named a Global Growth Company by the World Economic Forum, an exclusive list of 142 companies recognized for being visionary and fast growing businesses that have exceptional executive leadership and redefining their respective industries. The company provides solutions to more than 30,000, network operators, MVNOs, retailers, resellers, and independent agents around the world, and also represents the world's leading wireless manufacturers. The company exceeded \$4.8 billion in gross revenues in 2007. For more information, visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

### **About Smile Holding**

Smile Holding, as a subsidiary of Dogan Yayin Holding, founded in 2007. Having Smile Dagitim AS and Pratik Payment Systems AS, Smile Holding aims to be the leading group of companies in Turkey,

by creating innovative business areas and increasing quality of life at telecom, internet, media, entertainment (TIME) areas and electronic payment services.

### **About Dogan Yayin Holding**

With more than 12,000 employees, Dogan Yayin Holding is the leading media group in Turkey with operations expanding in Eastern Europe. DYH is a diversified media group with a wide range of media operations in newspapers, magazines, books, TV, Pay TV, internet, classifieds, directories, telecom, distribution and retail in Turkey and Eastern Europe. DYH has posted US\$2bn revenues and US\$170m EBITDA in 2007.

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