

Brightstar Corporation Selected as Fulfillment Partner for Ericsson-Telcel Mass Market Mobile Internet Initiative in Mexico

MIAMI, May 11, 2000 -- BrightStar Corporation announced that its wholly owned subsidiary, BrightStar Mexico, has been selected as the fulfillment partner for Ericsson's R280d mobile phone with Internet access supporting the mobile data services of Telcel, the leading wireless operator in Mexico.

The technology being used is Cellular Digital Packet Data (CDPD), which is able to support mobile services such as Web browsing, e-mail, location-based services, mobile e-commerce and on-line information services. The benefit of packet data is that the user is always connected or "on line." This means, for example, that a subscriber can be continuously logged on to the Internet or e-mail service.

For consumers, this would mean being able to find local maps, locate shops and restaurants, check bank balances or order CDs just by using their mobile handsets, regardless of their location. Ericsson recently announced its "quad-mode" mobile phone (analog 800 MHz, digital 800 MHz, PCS 1900 MHz and CDPD Internet access). Availability of the Ericsson R280d is expected to drive the market for many mobile data services.

Alvaro Pastor, Vice President Consumer Products Ericsson Mexico, stated, "We are excited to be leading the way in the Mobile Internet World in Mexico. Ericsson's R280d Internet Phone is the most advanced handset of its kind, and we expect many users to be on line with their mobile handsets in the next few weeks. We are certain that BrightStar's value-added and logistics capabilities will streamline the process in serving our main Mexican customer: Telcel."

"We are pleased that Ericsson and Telcel have trusted us with the fulfillment program for the Mobile Internet initiative," said Marcelo Claire, BrightStar's President and CEO. "This reinforces Brightstar's role as Ericsson's strategic partner in Latin America and allows our Mexican subsidiary to play an important role in bringing wireless Internet to Telcel's end users."

Telcel is Mexico's leading wireless operator, with 5.2 million customers at December 1999, 70 per cent market share and the only service provider with nationwide coverage.

Telefon AB L.M. Ericsson (Nasdaq: ERICY - news), the world's leading telecommunications supplier, is headquartered in Stockholm, Sweden, and produces advanced systems and products for fixed and wireless communications in public and private networks. Two out of five mobile calls are connected by Ericsson equipment. Ericsson has been active globally since 1876 and today employs more than 100,000 people in 140 countries. In the Americas, Ericsson Consumer Products has executive offices and research and development facilities in Research Triangle Park, North Carolina. Latin American operations are based in Miami, Florida. The company has mobile phone manufacturing plants in Lynchburg, Va., United States, and Sao Jose dos Campos, SP, Brazil.

BrightStar Corporation is a distributor of wireless handsets and accessories and a provider of value-added services to cellular phone carriers and wireless manufacturers. With headquarters in Miami

and with subsidiaries in Mexico, Brazil, Paraguay, Bolivia, Puerto Rico, Dominican Republic, Uruguay and Venezuela, BrightStar is Ericsson's strategic distribution partner in Latin America, an authorized distributor for Motorola and Nokia cellular handsets and accessories and an outsourcing partner for major cellular and PCS carriers.

Miami-based BrightStar, founded in 1997, is the fastest growing wireless distributor and fulfillment services company in Latin America with revenues expected to exceed \$250 million in 2000. Its success is based on its proprietary e-commerce information systems that cover the critical requirements of its customers, through extranet and intranet applications.