

GREAT CALL, INC. SELECTS BRIGHTSTAR FOR LOGISTICS AND PRODUCT CUSTOMIZATION *Companies Team Up to Offer Innovative Wireless Service for Baby Boomers & Their Parents*

Libertyville, IL -- December 11, 2006 – Brightstar Corp., the leading wireless distribution and supply chain solutions company in the world, announced they have been selected by GreatCall, Inc., a provider of cellular phones and service with unprecedented simplicity, to provide logistics, fulfillment and product customization services to support their innovative cellular phones Jitterbug Dial™ and Jitterbug OneTouch™ and personalized cellular services.

Jitterbug phones provide unique features such as large buttons, bright and easy to read text, a comfortable, ergonomic shape and an ear cushion for better sound quality. Jitterbug has been developed for people who want convenience and safety but have become frustrated by overly complicated cell phones and service plans.

Jitterbug's innovative products are further supported by a fully engaged customer service center that acts as a liaison between the customer and their most important contacts, assisting in placing phone calls and maintaining important numbers within Jitterbug systems.

Jitterbug targets baby boomers and their parents by providing the freedom that cellular service can provide without the complexity of current handsets and services. The handsets, designed and manufactured in partnership with Samsung, received a Wireless Emerging Technologies award at CTIA Wireless 2006 in the hardware/mobile phone category.

According to the agreement, Brightstar is providing Jitterbug with end-to-end logistics support directly to consumers in the first phase of their launch and into retail outlets during phase two. Among the services provided by Brightstar are full forward and reverse logistics, product programming and customization, inventory management, delivery and packaging support.

GreatCall was co-founded by Arlene Harris, a pioneer in wireless services and the creator of the Jitterbug product and service and Martin Cooper, inventor and father of the first portable cellular phone.

"We are thrilled to be working with Arlene, Marty and their entire team on this innovative program. Their leadership in the wireless space and understanding of the need for this type of customized service offering will be critical components for the success of this exciting new service," said Denise Gibson, president & CEO of Brightstar U.S.

"Brightstar has a proven track record of working with the world's leading wireless companies," said Arlene Harris, CEO and co-founder of GreatCall. "With custom provisioning implemented, they provide a critical part of our offering by hiding the complexity, making Jitterbug an even more enhanced, yet simplified cellular experience."

About GreatCall

GreatCall was founded by Arlene Harris, a 45 year veteran in wireless and creator of the highly re-

garded SOS emergency phone, and Martin Cooper, who is often referred to as the “father of the first mobile phone.” GreatCall’s vision is to connect people with family and friends when they are away from home by providing a simple phone and personalized service that works the way they want it to. The company’s support and systems are centered on simplicity, personalization and an emphasis on convenience and comfort. Great Call is located in Del Mar, CA. For more information, please visit www.jitterbug.com

About Brightstar

Brightstar Corp. is the largest wireless distributor and supply chain solutions provider in the world. Headquartered in Miami, FL, Brightstar has facilities in over 30 countries, serving customers on six continents. The company provides solutions to over 220 network operators and 30,000 MVNOs, resellers, retailers and agents around the world and also represents many of the world’s leading wireless manufacturers. In 2005, Brightstar exceeded \$2.25 billion in revenue. The company expects to exceed \$3.3 billion in 2006. For more information, visit www.brightstarcorp.com .

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Contact:

Sally Lange

Brightstar

305-421-6000

sally.lange@brightstarcorp.com