

## Brightstar Europe to Expand European Mobile Network Operator Market with HP

**Basingstoke, 15 January, 2010** – Brightstar Europe today announced that it has signed an agreement with HP to be its European Preferred Service Provider for its telecom and mobile network operator (MNO) channel. The agreement will enable Brightstar Europe to work with communications service providers to adopt HP's mobile technologies as part of their value propositions for both businesses and consumers.

As part of the agreement, Brightstar Europe will offer specific services for HP mobile solutions that are ideally suited to the needs of telecom providers operating on a national or international scale. The objective will be to deliver the very best products and services available to telcos and MNOs looking to drive business growth with mobile data solutions.

Rod Millar, President for Brightstar Europe stated, "Brightstar Europe is focusing on delivering 360-degree solutions that encompass leading edge devices with best-in-class services on a pan-European scale, seamlessly bringing a stable, secure and scalable proposition to support growth in the channel. Together with HP, we will meet the needs of established mobile network operators by offering a highly flexible and customizable supply chain for mobile PC devices and associated accessories, enabling them to deliver compelling retail propositions that will drive customer acquisition and business growth."

Mobile data presents a tremendous opportunity for communications providers, says Millar, and to make the most of it, they need to offer a wide choice of solutions that meet the different requirements of increasingly sophisticated users. "With its market-leading range of HP Mini and notebook PCs and handheld devices, HP provides an ideal set of high quality platforms on which telcos can build attractive packages for their customers," continued Millar. "Brightstar Europe can now provide all of these HP solutions plus the superior product availability, competitive pricing and services that will enable communications providers to meet the full spectrum of customer requirements and maximise their sales of mobile IT products."

Telcos and MNOs represent an increasingly important route to market for IT products and one that all major vendors are now seeking to address. By addressing them through specific programs, Brightstar Europe can ensure it provides the best levels of service to these emerging players, while continuing to meet the needs of mobile dealers and IT resellers that are focused on the commercial enterprise and SME markets.

Marcelo Claire, President and CEO of Brightstar Corp, added, "In a challenging and changing economy, Brightstar Europe has set a clear statement of intent that a 'business as usual' approach to the telco channel is not the way to go. We have instead elected to proactively drive innovation, differentiation and competitiveness to the top of the agenda for telcos and MNOs. By drawing on the decades of experience of our two organizations in mobile markets and IT channels, we are

delivering a proposition that will enable every operator of 3G networks in Europe to deliver compelling mobile broadband propositions to their customers.”

Brightstar Europe will work collaboratively with HP to meet the specific requirements of telcos and MNOs for products and solutions, and provide seamless and best-in-class supply chain and account management services, enabling them to minimize costs, maximize operational efficiency, and thus enhance their competitiveness.

### **About Brightstar Europe**

Brightstar Europe is a joint venture between Tech Data Corporation and Brightstar Corp. The company is headquartered in the United Kingdom and has access to sales offices in 16 countries and nine logistics centres throughout the continent. It distributes mobile phones and other wireless devices to a variety of customers including mobile operators, dealers, agents, retailers and e-tailers throughout Europe.

### **About Brightstar**

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 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).

### **About Tech Data**

Tech Data Corporation (NASDAQ GS: TECD) is one of the world's largest distributors of technology products from leading IT hardware and software producers. Tech Data serves more than 100,000 IT solution providers in over 100 countries. Every day, these value-added resellers depend on Tech Data to cost-effectively support the technology needs of end users, including small and medium businesses (SMB), large enterprises and government agencies. Ranked 105th on the FORTUNE 500(R), Tech Data generated \$24.1 billion in net sales for its fiscal year ended January 31, 2009. To learn more, visit [www.techdata.com](http://www.techdata.com)

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