

## **Brightstar Europe Signs Agreement with IMPDA**

*Company to Provide Customised Distribution and Supply Chain Services to Leading Mobile Distributor in UK*

**BASINGSTOKE, ENGLAND. - 29 August, 2008** -- Brightstar Europe has entered into an agreement with the Independent Mobile Phone Dealers Association (IMPDA) that will enable members of the organisation to benefit from the full range of Brightstar's customized distribution and supply chain services.

Under the agreement, IMPDA members will have access to the full range of SIM-free handsets and accessories from all the leading manufacturers that Brightstar represents, as well as the comprehensive portfolio of convergence and IT products.

Brightstar will manage a dealer loyalty programme for IMPDA members that will help them to drive sales and compete with major networks and retailers. As part of the agreement, they will also receive advanced information and access to special offers on new products. IMPDA members will also be offered manufacturer training and priority stock allocation on certain products. Other benefits include the provision of free demonstration handsets and promotional materials, and access to marketing support and a point of sale design service.

In addition, Brightstar will provide full members of IMPDA, that open a trading account and successfully complete a Microsoft Training Program (by attending a classroom session or using on-line resources), with a subsidised Windows-based demo handset.

Commenting on the agreement, Chris Caudle, IMPDA chairman stated, "This is a fantastic opportunity for our members to access the full range of products and services available from Brightstar and to maximise the benefits of working with one of the leading mobile distributors. It will add even more value to their IMPDA membership, helping them to gain a competitive advantage over other dealers, and to compete on a more level playing field with the major retailers. We are looking forward to working with Brightstar to ensure that our members can take full advantage of the potential it brings to them."

Richard Baxendale, Managing Director UK and Ireland for Brightstar Europe, said, "We're delighted to be working with IMPDA to bring our experience and expertise in mobile technologies and the full range of benefits of our services to its members. Independent dealers such as IMPDA provide a very valuable and personal level of service to local customers throughout the UK, and play an important role both in educating and developing the market."

A joint venture between Brightstar Corp. and Tech Data Corporation, Brightstar Europe has quickly become established as one of the leading players in the mobile distribution sector, representing leading manufacturers and also providing customers with access to a wide range of IT products through Tech Data's UK and European operations. In addition, Brightstar is able to call on the unrivalled resources of Tech Data Europe, including its 500,000 square-foot state-of-the-art logistics centre, which is located at Magna Park near Lutterworth.

## **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 is already distributing 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 global leader in customized distribution and 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 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 customers in over 100 countries. Every day, these value-added resellers depend on Tech Data to cost-effectively support the technology needs of end users, ranging from small-to-midsize businesses (SMB) to large enterprises. Ranked 105th on the FORTUNE 500(R), Tech Data generated \$23.4 billion in net sales for its fiscal year ended January 31, 2008. To learn more, visit [www.techdata.com](http://www.techdata.com).

## **About the IMPDA**

The IMPDA (Independent Mobile Phone Dealers Association) supports all UK dealers and provides a platform for discussion between Dealers, Networks and Distributors, with a view to improving the co-operation between all three and to encourage the Networks to work with dealers. The aim of the IMPDA is to improve where possible the treatment of dealers, improve quality for the consumer and work towards a better future for the mobile industry. The IMPDA has contacts with Ofcom, Trading Standards and Members of Parliament, as well as media both in television, radio and newspapers.

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