

## **KYOCERA WIRELESS CORP. AND BRIGHTSTAR CORP. ANNOUNCE NEW SALES AND DISTRIBUTION AGREEMENT IN INDIA**

*Agreement Expands Access of Fully-featured CDMA Devices to Reliance Retailers*

**MUMBAI — March 13, 2006 —** Kyocera Wireless Corp., a leading global manufacturer of CDMA wireless handsets and devices, and Brightstar Corp., the world's largest wireless distribution and supply chain solutions company, announce plans to increase access to Kyocera handsets through a new sales and distribution agreement in the high growth India market.

Under the agreement, Kyocera mobiles will be sold, marketed and distributed to retailers of Reliance, the largest wireless service provider in India, by Brightstar Telecom India Pvt. Ltd. Brightstar will represent Kyocera in the North and Eastern Regions of India according to the terms of the agreement.

The expansion into India extends Kyocera's ability to provide innovative, cutting-edge CDMA products globally. Brightstar's knowledgeable product sales team enables the company to work closely with Kyocera and Reliance to import product to best meet the needs of the India market. The initial product offering represents a strong and diverse portfolio of mid-to-high tier devices for Reliance customers under the Slider, SoHo, KZ and Koi series. The line-up is packed with features including 65,000-colour displays, a unique swiveling phone with a 1.2 megapixel digital camera, a flip phone with user-changeable faceplates and a slim camera flip phone. Prices range from Rs. 3,999/- to Rs. 14,599/-.

"India is a critical growth market for Kyocera, as well as an important center of research and development for us at the global level," said Patrick Costello, International Sales Manager for Asia-Pacific at Kyocera Wireless. "With the support of our partners, along with our own in-country end-to-end research, design, engineering, marketing, sales and service capabilities, we aim to become one of the top three CDMA brands within the next year. Our distribution partnership with Brightstar, and their support of the Reliance network, will enable Indian consumers to get fast, reliable access to our fully-featured, easy-to-use products in crucial growth markets and greatly contribute towards our success in the market."

Reliance Infocomm is India's largest wireless service provider with nearly 18 million customers. The partnership between Brightstar and Kyocera will provide Reliance with increased access and speed to market, as well as further support Kyocera's product line in rural areas, allowing Reliance to better support their customers and expand the market.

"Brightstar is uniquely positioned to serve markets like India through our global partnerships, nationwide sales force and nimbleness to react to the ever-changing and fast growing market. We look forward to furthering our partnership with Kyocera, offering Reliance customers the most innovative wireless devices on the market," said Mr. Arun Batra, Country Head of Brightstar Telecom India.

Brightstar has significantly grown its presence to support its global customer base, now operating 30 facilities in 25 countries worldwide. With revenues in 2005 exceeding \$2.25 Billion, the company has averaged a 64 % growth year-over-year. The company attributes several factors to its success,

including: expansion of service offerings, product portfolio line additions, significant strategic relationships and geographic expansion to High Growth Markets. Founded in 1997, the company serves more than 160 network operators and 25,000 resellers, retailers and agents.

With this agreement, Brightstar has extended its support of the Kyocera brand to include all of North America, South America, the Caribbean as well as India and Australia.

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### **About Kyocera Wireless Corp.**

Kyocera Wireless Corp. is a leading supplier of innovative, feature-rich CDMA wireless devices and accessories for customers worldwide. Kyocera Wireless maintains an operating belief in the genius of simplicity and strives to make the wireless experience as simple and intuitive as humanly possible. The company is a wholly owned subsidiary of Kyocera International Inc., which acquired QUALCOMM Incorporated's CDMA consumer wireless phone business in February 2000. Based in San Diego, the company is ISO-14001 and ISO-9001 certified and has won city, state and federal awards for its environmentally friendly manufacturing and recycling practices. For more information, please visit [www.kyocera-wireless.com](http://www.kyocera-wireless.com).

Kyocera Wireless first began selling phones in India in 2001, and has since provided handsets to consumers through India's four largest CDMA carriers. In August 2003 the company established Kyocera Wireless India as a subsidiary of Kyocera Wireless Corp and subsequently added the Kyocera Wireless Hardware Engineering Design Services Center in 2004. Currently Kyocera employs nearly 550 people throughout the country.

Kyocera Corporation (NYSE: KYO), the parent and global headquarters of the Kyocera Group, was founded in 1959 as a producer of advanced ceramics. By combining these engineered materials with metals and plastics, and integrating them with other technologies, Kyocera has become a leading supplier of telecommunications equipment, semiconductor packages, electronic components, cameras, laser printers, copiers, solar energy systems and industrial ceramics. During the year ended March 31, 2005, Kyocera Corporation's consolidated net sales totaled approximately US\$11 billion (JP¥ 1,180,655 million) with net income of approximately US\$430 million (JP¥ 45,908 million).

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### **About Brightstar**

Brightstar Corp. is the leading wireless distributor and supply chain solutions provider for the global wireless telecom industry. Headquartered in Miami, FL, Brightstar has operations in Argentina, Australia, Barbados, Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Dubai, Ecuador, El Salvador, Guatemala, Hong Kong, India, Jamaica, Mexico, Paraguay, Peru, Puerto Rico, Trinidad & Tobago, Uruguay, the U.S. and Venezuela. The company serves over 160 network operators and 25,000 resellers, retailers and agents around the world and also represents many of the world's leading wireless manufacturers. The company exceeded \$2.25 billion in revenue in 2005. For more information, visit [www.brightstarcorp.com](http://www.brightstarcorp.com).