

LG AND BRIGHTSTAR TO PARTNER FOR DISTRIBUTION OF LG GSM MOBILE BUSINESS IN INDIA FOR NETWORK OPERATORS

Companies Team up to support One of the Fastest Growing Wireless Markets in the World

April 11, 2007 – LG Electronics, a leading worldwide provider of advanced wireless handsets and accessories and Brightstar Corp., the largest wireless distribution and supply chain solutions company in the world, have announced their distribution partnership for LG GSM mobile devices in India for sales through Network Operators .

Mr. H.S. Bhatia- Business Group Head, LG GSM Mobiles said , Brightstar has been appointed as the National Distributor for LG GSM mobile handsets for Operator Bundling Sales of GSM Network Operators.

According to industry and government analysts, India is one of the fastest growing wireless markets in the world. The Indian market had 146.1 million wireless users in 2006, the market has grown rapidly to a base of 154.78 million wireless users by Feb 2007. By 2010, that number is predicted to rise to over 385 million.

According to Mr. Bhatia, “The challenge in India is not demand for wireless handsets, but rather the ability for manufacturers to reach consumers quickly in our highly fragmented marketplace. The ability to distribute products anywhere across the country and provide speed to market are key components for success.”

Mr. Arun Batra- Country Head, Brightstar Telecom India Pvt. Ltd. said , “We are extremely pleased that LG has selected us to support their products in this important market. We are confident that Brightstar India will increase LG’s market share of their highly regarded mobile devices through speed of delivery using our strong distribution network. Brightstar is currently doing the bundled deal with Airtel network. We will continue to expand our support services to meet the demand and exceed LG’s expectations in 2007.”

Brightstar launched its subsidiary in India, Brightstar Telecom, in 2005 to support the high growth market of India. To best serve this market, the subsidiary operates two main sales and distribution offices in Mumbai and Delhi, as well as 22 main hubs supported through 79 billing points throughout the country. This infrastructure allows Brightstar to fast delivery, localized distribution and billing support across India.

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About LG

LG Electronics Mobile Communications Company is the world’s leading manufacturer of WCDMA (UMTS), CDMA. The company provides a total range of wireless solutions, and is rapidly establishing a global presence as it cultivates international market share in 3G handsets. For more information, please visit lge.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 49 countries, serving customers on six continents. The company provides solutions to network operators, MVNOs, resellers, retailers and agents around the world and also represents many of the world's leading wireless manufacturers. In 2006, Brightstar generated \$3.6 billion in revenue. For more information, visit www.brightstarcorp.com.

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