

PRE Solutions & Brightstar to Provide End-to-End Retail Solutions for Retailers

ATLANTA - October 06, 2003 - PRE Solutions, Inc., a leading provider of prepaid transaction processing solutions announced today it has enhanced its partnership with Brightstar, the largest wireless distributor and value added service provider in the Americas. The partnership provides retailers with the most complete end-to-end solution for prepaid wireless products and services to the point of sale.

PRE Solutions expertise in the prepaid industry provides retail customers with robust product suite and impressive account management. Brightstar brings extensive wireless expertise to merchants, providing product and the support needed by the point of sale to sell and understand the intricacies of wireless products.

Retailers can benefit from the partnership by using any one of the many services the two organizations provides, including: innovative prepaid transaction processing, wireless handset fulfillment and logistics, reporting, customized billing and point of sale replenishment.

In addition, retailers now have access to a new line of wireless accessories to help serve the needs of retail customers.

“Brightstar has been a valuable partner of PRE Solutions in providing the logistical and distribution services needed to provide our carrier partners’ prepaid handsets to our merchant partners,” said Mark Bowling, director of carrier relations. “We are excited about this new phase of our relationship that will allow merchant partners to order prepaid handsets and accessories from a single source.”

Based on the fact that consumers are looking for more convenient ways to purchase accessory items, PRE Solutions implemented the partnership to offer their merchants higher incremental sales opportunities and increased customer loyalty.

“Retailers continue to select PRE Solutions for their prepaid transaction needs due to their leadership and innovation,” said Denise Gibson, chief operating officer of Brightstar. “Early on, PRE Solutions recognized the need to provide a full service offering to their customers including handset fulfillment. We’re thrilled to expand our fulfillment offering through this new product line of wireless accessories.”

Brightstar’s accessories are compatible with all major name brand cellular phones on the market today. Brightstar also supports the accessory line with an array of display units and point of sale materials to make the products a selling success for merchants.

For more information on the accessory items available and total program offerings, contact Brightstar at 877-727-4448 x4021.