

## **BRIGHTSTAR SOLIDIFIES GLOBAL LEADERSHIP POSITION WITH LAUNCH OF OPERATIONS IN SOUTHEAST ASIA**

*Brightstar Launches Southeast Asia Regional Headquarters in Singapore, Adds Subsidiaries in Malaysia and Philippines*

**MIAMI - June 27, 2006** — Brightstar Corp., the leading wireless distribution and supply chain solutions company worldwide announced today its further global expansion with the launch of operations in three key markets in Southeast Asia; Singapore, Malaysia and Philippines.

The addition of these markets strengthens the company's foothold in Asia and solidifies its global leadership position. As a result of this, Brightstar now operates 40 facilities in 34 countries worldwide and serves customers in North America, Latin America, the Middle East and Africa, Australia, India, North Asia and Southeast Asia.

The facilities in Singapore will serve as both regional headquarters for Brightstar in Southeast Asia and as a flexible capacity distribution center to support customers in the region. Brightstar will implement automated customization, postponement, kitting, packaging and programming lines in Singapore in order to offer increased flexibility and product availability to customers.

The Malaysia operation is the result of a joint venture with local distribution company Winning Mobile. Brightstar Distribution Malaysia will begin commercial operations on July 1. To support this market, Brightstar will deploy a network of more than 10 regional distribution centers across Malaysia to increase availability of mobile devices in remote areas of the country.

In addition, Brightstar is launching an operation in the Philippines to support sales of wireless devices and supply chain solutions in this key market. The Philippines is the second most populous country in Southeast Asia with one of the lowest mobile penetration rates in the region.

According to Javier Villamizar, Brightstar's President for High Growth Markets, "Southeast Asia represents the next growth opportunity for Brightstar. Around the world, we face a fragmented, prepaid dominated mobile industry that requires flexibility and creative distribution schemes to accelerate its development. With our local facilities and grass roots infrastructure, Brightstar will be in the best position to penetrate underserved regions and segments in this region."

Brightstar's vision for growth includes identifying high growth potential markets, establishing a local presence and bringing Brightstar's expertise in supply chain services to operators and retailers in these markets, dramatically improving their operational results.

Brightstar's value proposition to emerging markets includes increasing their access to wireless devices and leading edge technology through Brightstar's global relationships with leading manufacturers and its vast distribution network which increases speed to market and reduces overall product costs.

This regional expansion comes on the heels of last month's announcement of the company's expansion into the Middle East and Africa through its Brighttec organization which operates distribution facilities in six countries and eight retail stores in Dubai.

The company will launch operations immediately in Singapore and will be commercial in Malaysia and the Philippines on July 1.

**About Brightstar**

Brightstar Corp. is the largest wireless distributor and supply chain solutions provider in the world. Headquartered in Miami, FL, Brightstar has 40 facilities in 34 countries, serving customers on six continents. The company provides solutions to over 220 network operators and 25,000 MVNOs, resellers, retailers and agents around the world and also represents many of the world's leading wireless manufacturers. In 2005, Brightstar exceeded \$2.25 billion in revenue. For more information, visit [www.brightstarcorp.com](http://www.brightstarcorp.com) .

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