

Brightstar Europe Gets Samsung Approval Samsung and Brightstar Europe Extend Successful Partnership

March 13, 2008 - London, UK – Samsung Mobile has today announced that Brightstar Europe has been appointed as an approved distribution partner for the company’s full range of handsets and accessories. The appointment comes after Brightstar Europe successfully completed a major distribution trial with Samsung Mobile (UK).

The partnership will enable the two companies to work together to drive sales and open up new opportunities within the IT and business technology channels. The addition of Brightstar Europe to Samsung’s roster of distributors fits with the recent recruitment of Carl Boraman as Head of MIT and Smartphones. The agreement that Brightstar Europe has also recently entered into with Microsoft will enable Samsung Mobile to offer resellers a flexible range of Microsoft Windows Mobile solutions.

Brightstar Europe was awarded this status based on its collaborative and transparent approach to working with Samsung Mobile. The trial was viewed as a major success by both parties. Commenting on this, Mark Mitchinson, VP of Samsung Mobile UK and Ireland, said: “Growing and developing a strong open and collaborative distribution channel is of great importance to Samsung Mobile. We look for only the best partners to help us deliver our award-winning handset range and accessories to market. Following the trial with Brightstar Europe I am confident that Rod, and his senior management team, will align, enhance and work well with our distribution strategy; placing more emphasis on traditional dealer channels, growing key accounts and developing partnerships in the IT Channel.”

Rod Millar, President of Brightstar Europe added: “Samsung is an important partner with Brightstar in markets around the world. We are delighted to expand our relationship in the UK and look forward to expanding on the important successes of Carl and his team.”

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

About Brightstar Europe

Brightstar Europe is a joint venture between Tech Data Corporation and Brightstar Corp. and was created to provide advanced distribution and supply chain solutions for mobile devices to customers throughout Europe. Tech Data Corporation (NASDAQ GS: TECD) is a leading distributor of IT products, with more than 90,000 customers in over 100 countries. Ranked 109th on the FORTUNE 500(R), Tech Data generated \$21.4 billion in sales for its fiscal year ended January 31, 2007. For

more information, visit www.techdata.com. Brightstar Corp. is a global leader in customized distribution and supply chain solutions with facilities in 50 countries, serving customers on six continents. In 2007, Brightstar exceeded \$4.8 billion in gross revenues. For more information, visit www.brightstarcorp.com.

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