

## **Brightstar Named Authorized Distributor for Samsung Malaysia**

**Miami, Fla. – July 14, 2009** – Brightstar Corp., a global leader in customized distribution and integrated supply chain solutions for the wireless industry, announced that Samsung Malaysia has chosen the company as an authorized distributor of its full range of mobile phones. Brightstar Asia Pacific, its largest service organization worldwide, will handle distribution in West Malaysia, excluding Sabah and Sarawak.

Samsung Malaysia joins a list of prominent original equipment manufacturers (OEM), operators, retailers and dealer agents in the Asia Pacific region who trust Brightstar to increase their market share, extend channel reach and generate demand.

“Growing and developing a strong distribution channel is strategically important to us. With Brightstar’s expansive footprint in Malaysia and its solid reputation as a wireless distributor and supply chain solutions provider around the world, we can trust Brightstar to expand our presence here,” said Andrew Cheong, Director for Mobile Phones at Samsung Malaysia Electronics.

This is the latest distribution partnership forged between Samsung and Brightstar around the world. Last year, Samsung Mobile awarded Brightstar with a distribution license to deliver Samsung handsets and accessories to the wireless and IT sectors in Europe.

“We are excited to extend our long-standing relationship with Samsung to Malaysia,” said Marcelo Claire, president and CEO of Brightstar Corp. “As Samsung looks to grow its business in Malaysia, we will work to ensure that their products are accessible to the right customers in the right places and at the right time.”

### **About Samsung Electronics**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. 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](http://www.samsung.com).

### **About Brightstar**

Brightstar Corp. is a multi-billion dollar global leader in customized distribution and integrated supply chain solutions for the converging wireless and IT industries. With sales and distribution facilities on six continents, Brightstar offers leading wireless and IT manufacturers the largest global reach, ensuring that the right product is in the right place, at the right time. Brightstar’s industry-leading supply chain solutions are used by the world’s top network operators and retailers to improve financial results, increase EBITDA and turn their supply chains into a competitive advantage. For more information on Brightstar, please visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

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