

BRIGHTSTAR LAUNCHES NEW RETAIL SERVICES DIVISION

New Division's Expertise Can Benefit Wireless Manufacturers, Operators and Retailers Seeking to Improve Overall Customer Experience, Mitigate Costs and Ultimately Sell More Devices.

CHICAGO – March 23, 2010 – Wireless companies, including manufacturers, operators and retailers are increasingly seeking ways to improve the overall customer purchase experience by offering the right mix of products while mitigating costs and ensuring close brand alignment. In response to these challenges and needs of the complex, ever-changing wireless environment, Brightstar Corp., a leading global services company providing innovative supply chain solutions and value-added distribution to the wireless industry, has launched a new customer-centric Retail Services division to support wireless companies throughout the U.S. and Canada.

Brightstar's new division focuses on four critical areas to help generate demand for wireless devices: E-Services, Retail Marketing Services, Device Management & Customization and Business Intelligence. Each service area consists of a dedicated team of specialists and IT architects, in product management and development, who work with business partners to develop solutions that help wireless companies, be responsive, agile and targeted in the marketplace.

"As part of our ongoing work over the past several years with key players in the wireless industry, including operators, retailers, manufacturers and other partners, we developed service offerings that ultimately provided us with invaluable insight into the business triggers that can boost wireless product sales and enhance overall consumer shopping experiences," said Patrick Stokes, president and COO of Brightstar U.S.

"And, as a result, we have finely-tuned our services offering that is firmly rooted in the real day-to-day issues of companies serving the wireless market, and are designed to solve the pain points we see over and over again in the industry."

Highlights on each of the Brightstar services that help wireless companies increase their speed to market and serve their customers better include:

- **E-Services:** Focused on speed and market-driven execution to enable customers' multi-channel strategies through the development of innovative Web-based and product driven technology services such as e-commerce, point of sale software, and virtual inventory solutions.
- **Retail Marketing Services:** Increases sell-through velocity of the wireless category at the point of sale with customized retail solutions such as in-store services, category management, marketing and promotions, as well as merchandising consulting and packaging services.

- **Device Management & Logistics:** Delivers points of differentiation through product customization and operational efficiency through services such as device customization, fulfillment, forward and reverse logistics, and a specialized focus on green supply chain services.
- **Business Intelligence:** Captures market data and trends, point of sale intelligence, and product performance information that help business partners make smarter and faster decisions with consulting services and market know-how captured from serving more than 55,000 points of sale in the U.S.

Brightstar is the largest wireless supply chain organization in the United States and operates one of the largest distribution and logistics services infrastructures for wireless communications devices globally, with facilities in more than 45 countries.

About Brightstar Corp.

Brightstar Corp. is a multi-billion dollar global leader in value-added 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, enabling the right product to be in the right place, at the right time. Brightstar's 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.

For more information, contact:

Brightstar Corp.

Rafael de Guzman

Tel: +1-305-921-1434

Email: rafael.deguzman@brightstarcorp.com