

Brightstar and Skinit Partner To Deliver On-Demand Phone Personalization To Global Wireless Industry

Miami, Fla. – August 20, 2007 -- Brightstar Corp., a global leader in customized distribution and supply chain solutions for the wireless industry, and Skinit, the leading provider of consumer electronics device personalization, today announced they have established a global distribution agreement focused on the wireless industry.

Under the terms of the agreement, Brightstar will bring the Skinit personalization platform, currently powering a majority of U.S. carriers and many leading mobile phone, computer and CE manufacturers, to Brightstar customers worldwide. The agreement names Brightstar as the exclusive wireless sales and distribution partner for Skinit in Europe and Latin America, with the right to distribute to specific channels and customers in other markets such as the U.S. and Australia.

“This partnership with Skinit compliments our existing phone customization offerings and enables us to be able to deliver the most comprehensive portfolio of personalized phone solutions in the world,” said Marcelo Claire, president and CEO of Brightstar. “Skins’ provide a simple and cost effective way in which we can work with carriers and manufacturers to differentiate their handsets and integrate them into exciting marketing campaigns that drive sales results.”

Skinit’s offerings provide an easy and low cost way for wireless carriers, handset manufacturers and wireless retailers to integrate Skins to differentiate product offerings versus competition, increase sales velocity, reduce obsolete SKUs and tie-in to marketing campaigns, promotions and sponsorships. Consumers can choose from among thousands of removable skins decorated with major sports teams, colleges, entertainment, fashion designs as well as the ability to upload photographs. Carriers and handset manufacturers who possess unique brand licenses or sponsorships can have customized Skins created specifically for them and their unique handset portfolio.

Skinit’s personalized Skins offerings include:

- **Co-branded Carrier web sites:** eCommerce sites built and managed by Skinit on behalf of wireless carriers. Revenues generated on co-branded web sites are shared with carriers. All fulfillment and web hosting is managed by Skinit.
- **Pin-Code Programs:** Pre-paid and post-paid Skin offers that can be placed in-box and redeemed by consumers on Skinit.com or a co-branded web site. This enables consumers to go directly to the web site and select what they want. Wireless partners like this solution as it delivers high consumer value and virtually no inventory is required.
- **In-Box Programs:** Ideal for specific marketing campaigns or value-added “gift with purchase” offerings, brand license designs or sponsored properties can be applied to any handset model and placed in-box.
- **Retail Programs:** Special 1 and 3 packs for merchandising in retail settings can be created for

any handset and design combination.

“We are looking forward to collaborating with Brightstar to grow Skinit Internationally. Their extensive wireless distribution infrastructure and global customer base will enable them to simultaneously launch our products and promotions with wireless partners on a global scale and expedite our expansion efforts” said Paul Buss, CEO for Skinit.

The ability to customize devices with ‘skins’ has been equated to the phenomena of customized ring tones, an entirely new industry created in 2003 which has grown 100% per year and is expected to top \$5 billion in sales globally by 2008.

To learn more about what personalized Skins can do for your wireless business, contact:

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About Skinit

Skinit, a division of Global Wireless Entertainment, is the global leader in mobile device personalization. Skinit provides leading wireless carriers, MVNOs and OEMs with turnkey personalization platforms to increase sales velocity, margins and brand impressions. These platforms allow wireless carriers, MVNOs and OEMs to offer personalized skins to their customers via internet, OEM, retail and promotional channels. Skinit provides the largest, most advanced on-demand manufacturing, fulfillment, supply chain, image portfolio and product line available. Skinit’s proprietary removable skins are customized to fit thousands of devices including mobile handsets, MP3 players, desktop and laptop computers, gaming consoles, monitors among others. Customers can also customize the look of their skin via Skinit’s Photo Uploader on its website. To learn more about Skinit, please visit www.skinit.com

About Brightstar

Brightstar Corp. is a global leader in customized distribution and supply chain solutions for the wireless industry. Headquartered in Miami, FL, Brightstar operates sales, distribution and manufacturing facilities in 49 countries on six continents. The company provides solutions to more than 30,000 network operators, MVNOs, retailers, resellers and independent agents around the world, and also represents the world’s leading wireless manufacturers. In 2006, Brightstar generated \$3.6 billion in revenue. For more information, visit www.brightstarcorp.com

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