

## **WEBCONCEPTS, BRIGHTSTAR TEAM UP TO ENHANCE GLOBAL SUPPLY CHAIN SERVICES**

**Los Angeles, September 14, 2009** – WebConcepts, a widely recognized developer of innovative supply chain planning and retail replenishment applications, announced today that it has teamed up with Brightstar to provide additional key technology components to Brightstar's growing global supply chain solutions business. The agreement will enable Brightstar to overlay its best in class business processes on top of WebConcepts' technology platforms. The initial rollout is underway in Brightstar's Latin America region with key Brightstar operator partners.

Initially, Brightstar's Latin America business unit will utilize three WebConcepts solutions: iPLAN, a sophisticated demand generation application that brings together powerful tools and techniques for forecasting and product introduction modeling; iWIN SP, a solution for supply planning and replenishment between Brightstar and OEM sources; and iRIM, an application for retail replenishment. The fully integrated scalable applications will enable Brightstar to rapidly and efficiently manage inventories throughout the supply chain between its OEM and operator partners. The solutions enable demand management of inventories at all points in the supply chain, all the way to the retail shelf.

"As we continue to invest in our overall technology platforms, Brightstar was looking for a partner that could provide a robust technology platform that was flexible enough and scalable enough to provide value across our OEM, network operator and major retailer customer base," said Dave Stritzinger, chief technology officer for Brightstar. "In both vendor managed inventory and planning operations, the WebConcepts platform was architected in a way that enables us to effectively overlay and improve our standard business processes and methods."

"This is another significant step for WebConcepts, as we continue to expand our customer base further into the dynamic consumer products industry," stated Ray Young, CEO of WebConcepts. "Brightstar's global supply chain services group really differentiates themselves from their competition, and we are proud to be one of the chosen technologies that help them drive this service for their global customers."

Webconcepts develops, markets, installs and maintains world-class e-business solutions for supply chain planning. The company's enterprise solutions provide the means for companies to improve the efficiency of their inventories, increase operational performance and reduce costs.

### **About WebConcepts, Inc.**

WebConcepts is a widely-recognized developer of innovative supply chain planning and replenishment applications, noted for its leadership in shelf-level planning and replenishment. From its origins in serving the home entertainment media industry, the Los Angeles based

company has grown rapidly into a leading solution for media and entertainment, consumer electronics and other high-velocity consumer goods. For more information, visit the WebConcepts web site at [www.wcisoft.com](http://www.wcisoft.com) or Marketing @ 1-626-251-2088.

### **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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