

Brightstar Enters Activation Business in the United States by Acquiring OTBT

Brightstar Now Poised to Deliver a Simple Way to Sell and Activate Wireless Devices, Services, and Software to Business and Government Resellers

Miami and Chicago – September 21, 2010 – Brightstar Corp., a multi-billion dollar global services company providing solutions to manufacturers, operators, retailers, and enterprises in the telecommunications industry, announced today that it has reached a stock purchase agreement to acquire OTBT, Inc., a leading enabler of wireless reseller solutions for small to medium-sized businesses and large enterprises. OTBT provides its customers with a single source for all wireless devices, activations, service, and software.

The acquisition, once complete, will allow Brightstar to offer Value-Added Resellers (VARs) a customized and centralized platform to manage all facets of wireless device activation and services, as well as business implementation tools for operators. Initially, Brightstar will focus on helping VARs and their business customers with the activation and renewal process.

“Historically, VARS have faced a complex challenge when attempting to sell wireless solutions to businesses,” said Marcelo Claire, chairman, president & CEO of Brightstar. “Similarly, operators are searching for a simple, time-efficient process to work directly with the IT reseller segment. Using OTBT’s proprietary solution, Brightstar has simplified that process, allowing VARs to sell wireless airtime and software to their customers in much the same way they would sell a printer cartridge today.”

The acquisition of OTBT serves as a core component of Brightstar’s Enterprise Services, offering VARs a simplified way of bringing a host of activatable devices and mobility software to small and medium businesses, enterprises, and governments. This provides the ability to accurately procure, track and manage multiple carrier mobility sales and creates a SKU along with a MSRP for each wireless service.

OTBT’s proprietary billing and activation platform addresses the pain point that VARs experience when they attempt to manage their airtime customers. In addition to the core offering and activation services, Brightstar will also be able to provide U.S.-based VARs with data devices, software, hardware, accessories, technical support, billing management, asset management, training services, and installation services.

“Brightstar views the enterprise potential for mobility as enormous and still growing. Brightstar launched our European presence in 2007, where we first saw the opportunity to enable the historically underserved IT reseller channel,” said Brian Corey, president of Enterprise Services for Brightstar. “The innovative solutions our teams have provided in many different countries in Europe, and the common pain points many customers share, have driven us to create a more global mobility offering for this customer segment. The acquisition of OTBT is a great first step for our United States presence.”

“We are excited to bring our best of class wireless reseller solutions to Brightstar and to become a part of their company and the exciting new Enterprise strategy,” said Charles Kriete, president, CEO, and co-founder of OTBT. “At OTBT, we strive to streamline the sales of wireless telecommunication devices and services for the VAR channel and business end-users alike. With Brightstar, we bring an unmatched level of expertise in wireless telecommunication sales and specific focus on cellular voice and data solutions. Most importantly, we provide solutions that make it easy for all the participants in the wireless value chain.”

With the proliferation of activated devices in the market, upwards of 10 billion in the next three years, according to Morgan Stanley research, it is becoming increasingly important for companies to understand how enterprise mobility needs vary across geography, industry, business size and mobile worker type and offer a variety of mobile devices with multiple form factors, operating systems, enterprise applications, and security capabilities.

About OTBT

OTBT, based in Buffalo Grove, IL, is the first wireless telecommunications distributor focused on providing the Value-Added Reseller and Systems Integration channel with a single source for all wireless devices, services, and software. OTBT is the definitive source for any and all resellers or system integrators to procure and resell cellular services, devices, software, accessories, and related equipment.

About Brightstar Corp.

Brightstar is a multi-billion dollar global services company providing solutions to Manufacturers, Operators, Retailers, and Enterprises serving the telecommunications industry. With sales and distribution facilities on six continents, Brightstar offers its customers the largest global reach, enabling the right product to be in the right place, at the right time. For more information on Brightstar, please visit www.brightstarcorp.com.