



**For Immediate Release**

## **CSL and Brightstar Sign Exclusive Supply Chain Optimization Contract**

*New Agreement Will Maximize Operational Efficiencies and Transform CSL's Mobile Device Supply Chain into a Key Competitive Advantage*

**Hong Kong, 22 January 2009** – CSL Limited, Hong Kong's leading mobile operator, announced today that it has entered into an agreement with Brightstar Corp., a global leader in customized distribution and supply chain solutions for the wireless industry, for an exclusive supply chain services contract with CSL. Through the agreement, Brightstar will assist CSL to implement an entirely new, end-to-end supply chain service platform to all of CSL's segments and channels to assist CSL's position as a leader in one of the most competitive mobile markets in the world.

Under the contract, CSL will work with Brightstar to enhance supply chain efficiencies to its core brands, 1O1O and one2free and supporting its multi-branded strategy across different customer segments.

Brightstar was selected by CSL for its ability to deliver real-time inventory transparency throughout CSL's operations and various channels in the region. Brightstar will utilize its global expertise in fulfillment and operations management, supply chain planning and inventory management, and supplier collaboration processes to meet CSL's market demands, while increasing overall efficiencies. Brightstar's exclusive services for CSL include fulfillment and operations management of the CSL warehouse facility; advanced retail replenishment to ensure proper placement of inventory throughout CSL's channels; specialized device management services including new handset ranging processes; and product lifecycle management tools to enhance mobile device contribution margin.

"This supply chain partnership agreement with Brightstar forms an essential part of CSL's multi-brand strategy. It improves our competitiveness and ability to quickly respond to market changes in the fast-moving and most competitive mobile market in Hong Kong. CSL will continue to procure handsets directly from handset manufacturers for the foreseeable future," said Tarek A. Robbiati, Chief Executive Officer of CSL. "We selected

Brightstar as a long-term strategic partner of CSL because of its unique supply chain tools and expertise which can meet the changing demand from our customers on mobile technologies and applications,” Robbiati concluded.

“Brightstar’s proven global expertise in wireless supply chain solutions can save our operator partners like CSL, millions of dollars by reducing inefficiencies and increasing speed to market,” said R. Marcelo Claire, President & CEO of Brightstar. “Through this partnership, we look forward to helping further expand CSL’s leadership position by delivering best in class supply chain solutions throughout the market.” Claire continued, “Our commitment to CSL’s success is paramount and will serve as a key reference for our expanded service strategy in Asia Pacific. To support CSL, we have significantly enhanced our local Hong Kong operations, hiring new supply chain and mobile device experts and bringing in experienced practitioners from our other global subsidiaries.”

In highly competitive mobile marketplaces such as Hong Kong, sophisticated supply chain solutions are critical in building and maintaining market leadership, so that consumers have the right product, at the right place, at the right price and at the right time. Through Brightstar’s industry-leading supply chain solutions, customers can improve bottom line results, increase EBITDA, and convert their supply chains into a key competitive advantage.

#### **ABOUT CSL**

CSL is Hong Kong’s first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: 1O1O, one2free and New World Mobility. It operates a world-class GSM / WCDMA network through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with more than 400 mobile operators around the world. For more information, please visit [www.hkcsl.com](http://www.hkcsl.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 50 countries on six continents, providing the largest global reach for its customers. Brightstar was named a Global Growth Company by the World Economic Forum, an exclusive list of 142 companies recognized for being visionary and fast growing businesses that have exceptional executive leadership and are

redefining their respective industries. 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. The company exceeded US\$4.8 billion in gross revenues in 2007. For more information, visit [www.brightstarcorp.com](http://www.brightstarcorp.com).

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