

Press Release

Brightpoint Enters Into Agreement With Nokia to Provide E-Business and Online Activation Services

Thursday July 17, 8:30 am ET

PLAINFIELD, Ind., July 17, 2008 (PRIME NEWSWIRE) -- Brightpoint, Inc. (NasdaqGS:[CELL](#) - [News](#)) today announced that its subsidiary Brightpoint North America L.P. ("Brightpoint") has entered into an agreement with Nokia Inc. ("Nokia") whereby Brightpoint will operate Nokia's U.S. e-commerce web site accessible through <http://shop.nokiausa.com>. Pursuant to the agreement, Brightpoint will provide end user fulfillment of wireless devices, accessories, and wireless activations with service plans from various U.S. carriers. Brightpoint will establish links from the Nokia web site to its systems in order to provide content management services allowing Brightpoint to sell, deliver, and provide other logistics services for Nokia products and related wireless services.

Brightpoint will use Synchronoss's ConvergenceNow(r) software platform as part of this solution to provide online activation of handsets for U.S. carriers. The Nokia USA site will be one of the first clients to utilize this Synchronoss (NasdaqGM:[SNCR](#) - [News](#)) solution that Brightpoint previously announced on June 20, 2008.

"We are happy to provide e-commerce services to expand our long-time relationship with Nokia," stated J. Mark Howell, President of Brightpoint Americas. "We look forward to these new opportunities as companies look to expand their online capabilities to deliver more handsets and content directly to consumers."

About Brightpoint, Inc.

Brightpoint, Inc. (NasdaqGS:[CELL](#) - [News](#)) is a global leader in the distribution of wireless devices and in providing customized logistic services to the wireless industry. In 2007, Brightpoint handled approximately 83 million wireless devices globally. Brightpoint's innovative services include distribution, channel development, fulfillment, product customization, e-Business solutions, and other outsourced services that integrate seamlessly with its customers. Brightpoint's effective and efficient platform allows its customers to benefit from quickly deployed, flexible, and cost effective solutions. The company has approximately 3,300 employees in more than 25 countries. In 2007 Brightpoint generated revenue of \$4.3 billion and net income of \$47.4 million. Brightpoint provides distribution and customized services to over 25,000 B2B customers worldwide. Additional information about Brightpoint can be found on its website at <http://www.brightpoint.com>, or by calling its toll-free Information and Investor Relations line at 877-IIR-CELL (877-447-2355).

Certain information in this press release may contain forward-looking statements regarding future events or the future performance of Brightpoint. These statements are only predictions and actual events or results may differ materially. Please refer to the documents Brightpoint files, from time to time, with the Securities and Exchange Commission; including, Brightpoint's most recent Forms 10-K and 10-Q and Exhibit 99.1, thereto. These documents contain and identify important risk factors that could cause the actual results to differ materially from those contained in or implied by these forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements that speak only as of the date these statements were made. Brightpoint undertakes no obligation to update any forward-looking statements contained in this press release.

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