

Brightpoint Enters Into Online Activation Master Dealer Agreement With T- Mobile

March 3, 2009

BRIDGEWATER, N.J., Mar 03, 2009 (BUSINESS WIRE) -- Brightpoint, Inc. today announced that its subsidiary, Brightpoint Activation Services LLC ("Brightpoint"), has entered into an agreement whereby Brightpoint will act as an Online Master Dealer for T-Mobile USA. Under the terms of the agreement, Brightpoint will enable its approved customers the ability to offer and sell wireless services from T-Mobile via its end-to-end integrated online activation solution.

Brightpoint will utilize Synchronoss Technologies' (Nasdaq:SNCR) ConvergenceNow(r) platform as part of this solution to provide online activation of T-Mobile wireless services. The Nokia USA site will be one of the first clients to utilize the program with T-Mobile.

"Brightpoint has developed a world class online activation service program for our customers," said J. Mark Howell, President of Brightpoint Americas. "The ability to provide T-Mobile wireless service is a very significant addition to our online program."

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's ConvergenceNow(R) and ConvergenceNow(R) Plus+ platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. For more information, please visit www.synchronoss.com.

About Brightpoint, Inc.

Brightpoint, Inc. is a global leader in the distribution of wireless devices and in providing customized logistic services to the wireless industry. In 2008, Brightpoint handled approximately 84 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 3,000 employees in 26 countries. In 2008 Brightpoint generated revenue of \$4.6 billion. Brightpoint provides distribution and customized services to over 25,000 B2B customers worldwide. Additional information about Brightpoint can be found on its website at 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, including, but not limited to, statements regarding potential spending reductions resulting from the elimination and proposed elimination of positions and the streamlining of operations and its ability to achieve cost savings and debt reduction as part of its 2009 Spending and Debt Reduction Plan. 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 Form 10-K and Form 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.

The Synchronoss logo, Synchronoss, ConvergenceNow, and ConvergenceNow Plus are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.

SOURCE: Synchronoss Technologies, Inc.

Brightpoint, Inc.

Anurag Gupta, 317-707-2355

Anurag.gupta@brightpoint.com

or

Synchronoss Technologies, Inc.

Media:

Stacie Hiras, 908-547-1260

stacie.hiras@synchronoss.com

Investor:

Tim Dolan, 617-956-6727

investor@synchronoss.com