



**BRIGHTPOINT**  
YOUR SUCCESS IS OUR BUSINESS

## **Brightpoint Named a Top 100 3PL Provider by Inbound Logistics Magazine**

INDIANAPOLIS, Jul 29, 2009 (GlobeNewswire via COMTEX News Network) -- Brightpoint, Inc. (Nasdaq:CELL) announced today that it has been named a Top 100 3PL Provider by Inbound Logistics Magazine. More than 300 companies submitted questionnaires for consideration this year, and Inbound Logistics editors conducted a diligent process of evaluating these surveys and speaking with companies and customers, in addition to conducting online research. The service providers selected possess skill sets and resources capable of matching most outsourcing needs. Editors make their selection with the goal of providing a balanced and accurate assessment of readers' needs and the 3PLs best-suited to meet their specific requirements.

"Tactical operational results are fundamental to 3PL value, but so is the strategic vision of experienced logistics providers. Today's business logistics leaders say they appreciate 3PLs that are proactive, take the lead in offering suggestions, and help transform the enterprise," said Felecia Stratton, Editor, Inbound Logistics. "Brightpoint qualifies as an Inbound Logistics 2009 Top 100 3PL Provider because it has shown consistent results in transforming customers' logistics and supply networks, businesses, and enterprises."

"Brightpoint is pleased to be included as a Top 100 3PL Provider," said Robert J. Laikin, Chairman of the Board and CEO of Brightpoint, Inc. "We continue to deliver our customers and vendors solutions that fit their business needs and remove costs from the supply chain."

### About Inbound Logistics

Inbound Logistics the leading trade magazine targeted toward business logistics and supply chain managers. The magazine's editorial mission is to help companies of all sizes better manage corporate resources by speeding and reducing inventory and supporting infrastructure, and better matching demand signals to supply lines. More information is available at [www.inboundlogistics.com](http://www.inboundlogistics.com)

### About Brightpoint, Inc.

Brightpoint, Inc. (Nasdaq:CELL) 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 2,800 employees in more than 25 countries. In 2008 Brightpoint generated revenue of \$4.6 billion. Brightpoint provides distribution and customized services to more than 25,000 B2B customers worldwide. Additional information about Brightpoint can be found on its website at [www.brightpoint.com](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, 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.

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SOURCE: Brightpoint, Inc.

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