



BRIGHTPOINT
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Brightpoint North America Expands Its Reverse Logistics Capabilities

INDIANAPOLIS, Aug 10, 2009 (GlobeNewswire via COMTEX News Network) -- Brightpoint North America L.P. ("Brightpoint"), a subsidiary of Brightpoint, Inc. (Nasdaq:CELL), today announced a series of initiatives and actions to significantly expand its reverse logistics capabilities. Through these initiatives, Brightpoint is positioned to provide world class reverse logistics services to meet the needs of current and future customers, further leveraging its position as the established expert in providing supply chain services to the wireless industry. These recent initiatives are focused on developing a go-to-market strategy, building a leadership team, deploying state-of-the-art technology solutions, and forming strategic alliances with industry leaders.

To facilitate the development of our reverse logistic strategy, Brightpoint engaged a leading wireless reverse logistics consultant, Chaininnovations, to lead an evaluation of the entire North America wireless reverse logistics landscape. Brightpoint worked with Chaininnovations to design a course of action to maximize value for Brightpoint's customers by enhancing and leveraging its core capabilities. Brightpoint has now created a complete reverse logistics solution for its customers, which maximizes the value of their returned assets by utilizing the following capabilities:

- * Returns management by channel
- * Accounts receivable management
- * Comprehensive triage, testing, and flashing services
- * Advanced exchange consumer programs
- * Parts and component reclamation
- * Specialized call center solutions and on-line services
- * Customer and channel reporting

To lead our reverse logistics efforts, Brightpoint hired Blake Vaughn as Director of Reverse Logistics. Mr. Vaughn is a recognized expert in wireless reverse logistics, having worked for Cingular/AT&T Wireless as a Senior Manager in their Supply Chain Group focused on reverse logistics. Mr. Vaughn is actively engaged in the Reverse Logistics Association and speaks as a subject matter expert at wireless industry and reverse logistics events.

Consistent with Brightpoint's commitment to providing world class logistic services through the utilization of leading-edge technology, Brightpoint is implementing a next generation returns processing solution. This solution provides improved processing capabilities, greater operating efficiencies, enhanced reporting, increased visibility, and more sophisticated integration with Brightpoint's repair partners. In addition, this new reverse logistics solution is fully integrated with Brightpoint's other critical technology applications including, order management, warehouse management, transportation management, and Brightpoint Online.

Brightpoint is collaborating with wireless industry supply and repair leaders such as Foxconn and PTS, to ensure that our end-to-end solution provides our customers with best in class service in all aspects of their reverse logistics processes. Brightpoint now has the ability to provide its customers with a comprehensive and flexible suite of repair services. Foxconn will provide a large scale "near-shore" repair operation that supports low cost repair and comprehensive reclamation and refurbishment options for Brightpoint customers. PTS will provide local customized repair operations supporting quick turnaround repair services.

This expansion of Brightpoint's reverse logistics capabilities is consistent with its commitment to providing the wireless industry's leading retailers, network operators, and equipment manufacturers with the most complete and effective supply chain service offering.

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 2,700

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, 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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