



Telegent and Brightstar Partner to Launch “Football TV” Phone

Avvio 505 enables Latin American and African football fans to view live, free-to-air broadcasts of World Cup 2010

Barcelona, Spain – February 16, 2010 – Today at Mobile World Congress, Telegent Systems, the company that makes television mobile, and Brightstar Corp, a global leader in value-added distribution and integrated supply chain solutions for the wireless industry, announced a partnership to bring a low-cost handset that delivers live, free-to-air broadcast TV to Latin American and African consumers prior to this summer’s 2010 football World Cup in South Africa. Brightstar’s Avvio 505 device, which incorporates Telegent’s free-to-air analog mobile TV receiver, will provide consumers on the go with an affordable way to view this summer’s “cannot miss” football matches.

“With the Avvio 505, we are delivering a model designed to appeal to sports fans in the Latin American and African markets,” said Jaime Narea, vice-president of Brightstar’s Idea to Consumer Division. “In these markets, consumers have a passion for football, and all eyes will be on the events unfolding real time this summer in South Africa. The combination of voice and TV in a low-cost handset is very compelling for consumers who want to follow the matches live, whether they are at work, home, or on the road.”

The Avvio 505 adds further appeal for the sports fan as the handset is designed with the customized colors and flags of those countries participating in this summer’s football event. In addition to voice, SMS, TV and FM radio, the device features a 2.0 inch screen, measures 43X101X13.3mm, and delivers 240 minutes of continuous talk time. The TV and FM radio features, enabled by Telegent’s mobile TV receiver, provide consumers with one-button mobile access to live, free-to-air analog television and radio broadcasts.

“We are delighted to work with Brightstar on this innovative campaign,” said Samuel Sheng, president and chief executive officer of Telegent. “Global sporting events provide a unique draw, and the Avvio 505 is well positioned to make the televised matches broadly accessible to the Latin American and African mobile consumers.”

Brightstar's Avvio 505 will be sold in select operator and retail channels throughout Latin America and Africa prior to the World Cup.

About Telegent Systems, Inc.

Telegent Systems is a fabless semiconductor company that enables the reception of live, free-to-air analog and digital broadcast television in mobile handsets and other portable consumer devices. Telegent's television-on-a-chip solutions solve the long-standing technical challenges that have precluded mobile reception of analog broadcast TV, enabling manufacturers and operators to benefit from the convergence of broadcast TV with mobile and portable devices. Telegent's products are the most widely sold broadcast television solutions for mobile handsets in the world. For more information, visit www.telegent.com.

About Brightstar Corp.

Brightstar Corp. is a multi-billion dollar global innovator in value-added distribution and integrated supply chain solutions for the wireless industry. Serving manufacturers, operators, and retailers in approximately 50 countries across six continents, Brightstar's customers have access to industry-leading solutions that yield measurable results and turn their supply chains into a competitive advantage. Learn more about us at www.brightstar.com.

Download phone images at <http://www.telegent.com/news/graphics/worldcup.html>.

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