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PRESS RELEASE

LINKÖPING, APRIL 27, 2011

Brightpoint implements IFS Applications in 15 countries

Brightpoint, Inc., (Nasdaq: CELL), one of the world's leading providers of distribution and supply chain solutions to the wireless industry, has implemented IFS Applications in more than 15 countries in less than two years. The combination of IFS Applications' component-based flexibility and cost-effectiveness were key factors when Brightpoint selected IFS as the company's global ERP vendor.

Brightpoint has been an IFS customer since 1999 and has since implemented IFS Applications incrementally, both internally in its many regions, and in conjunction with its various mergers and acquisitions. The current project aims to consolidate global business processes into one integrated and user-friendly system as Brightpoint gears up for global growth.

"We believe with IFS Applications that we found an ERP system that can keep pace with our growth. In order to incorporate additional operations into our established work processes, we need an agile solution that can support the needs of our own organization as well as the needs of our customers," said Jac Currie, CIO at Brightpoint.

The global nature of Brightpoint's operations requires a business solution that is easy and intuitive to use, regardless of the user's location or technical background.

"We are proud of Brightpoint's continuing confidence in the scalability and agility of our system. Our focus has always been to design solutions that follow the movements and expansions of the user, with a minimum of friction or efficiency loss," said Glenn Arnesen, CEO, IFS Scandinavia.

IFS Applications is a flexible system based on open standards which can be easily integrated with other systems. Brightpoint has thus integrated IFS Applications with a specialized system used for handling mobile phone serial numbers, SIM card numbers as well as other specialized fulfillment and supply chain applications. The system's openness also means easy and cost-effective scalability, a factor of key importance for rapidly growing global businesses such as Brightpoint, whose complex processes of inventory planning and replenishment must be kept as efficient as possible, even during phases of global expansion.

Brightpoint is currently using a variety of IFS Applications modules, including, IFS Distribution, IFS Financials, IFS Sales and Marketing, and IFS Document Management.

About Brightpoint

Brightpoint, Inc. is a global leader in providing end-to-end supply chain solutions to leading stakeholders in the wireless industry. In 2010, Brightpoint handled approximately 99 million wireless devices globally. Brightpoint's innovative services include distribution channel management, procurement, inventory management, repair services and reverse logistics, software loading, kitting and customized packaging, fulfillment, product customization, eBusiness 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 4,000 employees in more than 25 countries. In 2010, Brightpoint generated revenue of \$3.6 billion. Brightpoint provides distribution and customized services to over 25,000 B2B customers worldwide.

For more information about Brightpoint, please visit: www.brightpoint.com

About IFS

IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on agile businesses where any of four core processes are strategic:

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Service & asset management, manufacturing, supply chain and projects. The company has 2,000 customers and is present in more than 50 countries with 2,700 employees in total. Net revenue in 2010 was SKr 2.6 billion.

More information on IFS is available at **www.IFSWORLD.com**