



## Jays extends the cooperation with Brightstar

**The Swedish award-winning developer of earphones and headsets, Jays AB (publ), is teaming up with the biggest specialized distributor of devices in the wireless industry – U.S.-based Brightstar Corp. – to bring Jays products to market.**

Brightstar's accessories organization touches approximately 40,000 points of sale in the U.S. and Europe alone. And in total, Brightstar's accessories operations represent an annual estimated retail value of more than \$1 billion (USD), making it one of the largest in the world.

“Brightstar is an extremely progressive player in the accessories category” says Rune Torbjørnsen, CEO of Jays AB (publ). “They provide a truly global scope of business through their impressive channel network, and in addition to that, they also have the tools through their innovative services to ensure growth and evolution in the accessories industry. For a consumer-driven brand such as ours, with universally appealing products and with a simple mission of making the best possible portable music enhancement equipment there is, we see massive opportunities in the direction the industry is now evolving.”

“We look forward to distributing Jays products into international channels and marketplaces. For example, last month we expanded our accessories operation into the Gulf Coordination Council countries, which is another excellent opportunity,” said William Ripley, Brightstar VP of Accessories for Europe, the Middle East and Africa. “Globally, there is strong consumer demand to enrich the mobile experience, and high-quality audio accessories, like Jays headphones and earphones, play a big role in the industry as they bring important incremental revenue to retailers and mobile operators.”

### **About Brightstar**

Brightstar is the world's largest specialized wireless distributor and a leading provider of diversified services focused on enhancing the performance and results of the key participants in the wireless device value chain: manufacturers, operators and retailers. In 2014, Brightstar reported global net revenues of more than \$10 billion and employs about 9,000 people on six continents.

### **For more information, please contact :**

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*Jays AB (publ) is a Swedish company that develops, designs and produces earphones and equipment for portable media players. Jays supplies high quality products, aimed to provide the user with an authentic musical experience and full functionality in innovative solutions. The company is listed on NASDAQ OMX First North in Stockholm, Sweden.*