

WIRELESS SERVICE LEADER OPEN MOBILE TAPS IRELAND'S ADVANCED INNOVATIONS IN \$10M DEAL TO DESIGN AND SUPPLY MOBILE HANDSETS

WASHINGTON, DC, SAN JUAN, Puerto Rico and LIMERICK, Ireland, Mar. 16, 2010—Ireland-based [Advanced Innovations](#) (AI), a global leader in supply-chain management and manufacturing solutions, and [Open Mobile](#), a Puerto Rico-based wireless service provider, today announced a new partnership. Under the terms of the deal, AI will design and supply a range of customized, low-cost cellular devices tailored to support Open Mobile's business in Puerto Rico. The initial agreement between the two companies covers the first three devices on Open Mobile's product road map, with the expectation that the partnership will expand to include future products. The deal is valued initially at \$10 million for AI.

The deal was announced during an Enterprise Ireland-supported Trade and Investment Mission to the U.S. led by Ireland's Prime Minister, Brian Cowen. [Enterprise Ireland](#) is the Irish state agency responsible for the development and promotion of the indigenous Irish business sector. The agreement represents a major move for AI, which now has two operations centers in the U.S. to manage rising demand in the region for its intelligent outsource management services.

Prime Minister Cowen commented, "Advanced Innovations typifies the smart companies emerging in Ireland. They identify potentially lucrative gaps in the market and then they execute aggressively to meet the customer need with high-quality products and services. Clearly, Open Mobile has ambitious market expansion plans; we're glad to see them partnering with Advanced Innovations as they continue to grow."

The agreement coincides with Open Mobile's plans to target high-growth market opportunities in regions like Puerto Rico where affordable wireless communication services are limited or non-existent. With AI's nimble and flexible design-to-production business model, Open Mobile can cost-effectively customize their offerings to different demographics. For example, the company will target the youth market with stylish handsets in a variety of colors, while adapting less dramatic versions of the same handset for older customers.

"Our commitment to our customers is very simple; we want to deliver their messages with the greatest efficiency and highest quality, at the most affordable

price,” said Frank Bell, Open Mobile’s CEO. “Our business model is focused on providing affordable unlimited talk/unlimited text and data capabilities to all residents of Puerto Rico. We chose the name “OPEN” to indicate that without contracts or credit checks, everyone is open to use our services.”

The cellular devices to be built by AI are designed to appeal to Open Mobile’s target market, with particular emphasis on product styling, ease of operation and individual customization. AI will manage each element of the supply chain, from design through development, manufacturing and distribution.

“Our innovative outsourced managed services model means we can cost-effectively provide Open Mobile with a range of hardware products tailored to their specific market needs, while enabling them to meet the aggressive time-to-market goals required to support their growing and dynamic customer base,” said AI’s CEO, Robert O’Donnell. “More importantly, by partnering with AI, Open Mobile can focus on what they do best: provide outstanding wireless service to their expanding customer base.”

For more information about Advanced Innovations, please visit www.advancedinnovationinc.com.

For more information about Open Mobile, please visit www.openmobilepr.com

For more information on Enterprise Ireland, please visit www.enterprise-ireland.com or www.americas.enterprise-ireland.com

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