

FOR IMMEDIATE RELEASE

RELIANCE SELECTS BLUETREK FOR 2010

05 May 2010 (St. Clair Shores, MI) – Bluetrek, the award-winning designer and manufacturer of Bluetooth mobile phone accessories, announced today that Reliance Communications, one the leading cellular distributors, has added the Bluetrek line of hands-free Bluetooth® headsets and car kits to its lineup starting May 2010. Reliance specializes in distribution for the various carriers, and serves about 2,000 cellular retailers in the U.S.

“Reliance only carries a specific number of accessories and is very particular about the product line we distribute. We only take on lines that have limited distribution to protect their pricing and value. Bluetrek’s product and packaging, reliable management and effective distribution network strategy is what made them attractive to us. They understand what partnership means and the dedication it takes to build a successful relationship.” says Mike Narula, President and CEO of Reliance Communications.

John Haley, CEO of Bluetrek, LLC, said, “He is very pleased to be doing business with Reliance because of the very high standards the company sets – and expects – for their business. Mike’s company has been very successful because it’s run very carefully, both in terms of the product lines they accept and the go-to-market strategy they employ. Reliance is not trying to sell everything to everyone; they’re very fair, and they know that market stability and profitability are keys to success. We’re looking forward to building a long-term relationship with them on these principles.”

Reliance Communications will stock the full Bluetrek line starting in May 2010. That includes the top-of-the-line Voice controlled hands-free Bluetrek Crescendo with best in class NoiseLock™ noise cancellation, also is the world’s first headset with Bing411 voice search and Apps download; the X3Pro with NoiseLock™, designed and manufactured to IP54 quality standards, making it water, dust and shock resistant; the new ultra-thin Metal Evolution designer headset, also with NoiseLock™, in brushed black finish; plus the ultra-thin Compact Classic visor-mounted hands-free car kit, among other products.



About Bluetrek® - www.bluetrek.com

Bluetrek - pioneer of Bluetooth wireless technology since 2001 - is an award winning designer and manufacturer of Bluetooth headsets and other wireless devices. Blending European design with cutting-edge innovations and technologies, Bluetrek is a leading supplier of Bluetooth solutions to the global market and has products available through distributors and retailers in more than 40 countries worldwide. Bluetrek is associate member of the Bluetooth SIG and CEA member. For media, please contact: mediausa@bluetrek.com

About Reliance Communications - www.reliance.us

Reliance Communications is an international distribution company specializing in integrated supply chain solutions for the wireless industry. Headquartered in Hauppauge, NY, Reliance has over 20 years of extensive experience as a retailer, agent, master agent and distributor. Reliance offers a full range of products, benefits and flexible terms to help every agent maximize their sales potential. On March 24, 2010, Verizon Wireless announced Reliance Communications as an authorized distributor of wireless devices to Verizon Wireless agents.