

FOR IMMEDIATE RELEASE

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BLUEANT WIRELESS EXPANDS DISTRIBUTION NETWORK IN DEAL WITH THE CELLNET GROUP

Blueant Wireless has today announced the expansion of its Blueant branded product distribution network as a result of an agreement entered into with leading Australian and New Zealand telecommunications and IT distributor, The Cellnet Group.

Headquartered in Brisbane, Cellnet distributes mobile phone handsets, mobile phone accessories and IT products.

The company was established in 1992 and listed on the Australian Stock Exchange in November 1999.

"The Cellnet Group distribution agreement provides Blueant with the potential to expand our retail distribution channel significantly" said Managing Director, Taisen Maddern.

"Cellnet has state of the art distribution facilities in Australia and New Zealand, as well as access to many hundreds of retail outlets previously unattainable to the Blueant brand", he said.

Blueant aims to continue to introduce cutting edge, niche wireless products in 2005 and market those products aggressively through targeted campaigns and brand awareness exercises.

Blueant products are available in over 2000 retail outlets in Australia and New Zealand.

For further information contact:

Blueant Wireless Pty Ltd
Ph: 1300 669 049
Email: media@blueant.com.au