

Antel Communications Enters Mexican Wireless Market

Partners with Telefonica's Movistar, Nation's Second Largest Carrier, to Introduce its Ole Branded Smartphones to Mexican Consumers

SETAUKET, N.Y. and MEXICO CITY, Feb. 24, 2015 [/PRNewswire/](#) -- The first shipment of Ole branded 3G smartphones, designed by U.S.-based [Antel Communications](#), have entered the Latin American market and are being sold to customers of [Movistar](#), the country's second largest carrier and part of Telefonica.

The initial shipments, which entered the country in November, were timed for the holiday season. The first Antel model, the Fir (MM5008), is now on sale throughout Mexico. Additional models will be offered for sale in the first quarter of 2015.

"We are pleased to partner with Antel Communications to offer our wireless customers the latest Ole smartphone at an extremely popular price," said Jose Calderon, head of devices, Movistar Mexico. "Based on initial consumer reaction, we will be expanding sales throughout the country and offering several more models to meet product demand."

Antel Communications is a provider of high quality mobile devices and solutions for the wireless market. Antel Mexico is providing local hands-on support for Movistar Mexico including establishment of local consumer service centers offering complete product support.

"We have a complete portfolio of products -- feature phones, smartphones and tablets -- focused on bringing value to the consumer," said Antonio Tercero, president, Antel Mexico. "Our team is nimble and highly entrepreneurial; when our carrier partner requests a new product or set of features, we can turn that request into reality in a very short period of time. Our responsiveness and time-to-market is second to none."

About Telefonica

Telefonica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefonica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

In Mexico, through its commercial brand Movistar, it stands for providing the best communication solutions for consumers and business. Telefonica Mexico has 22.1 million customers nationwide.

The company has a significant presence in 24 countries and a customer base that amounts more than 313 million accesses around the world. Telefonica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefonica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

About Antel Communications

Antel Communications (www.antel.us) is a provider of high quality wireless devices and solutions for wireless carriers, mobile virtual network operators and retailers in North America, South America, Africa and Middle East. Founded in 2013 and headquartered in Setauket, New York, the vertically-integrated company provides a complete turnkey solution to its partners. Services include product R&D, manufacturing, engineering, tech support, marketing and package design, supply chain management, logistics and reverse logistics and financing.

CONTACTS:

Emily Simmons / Darby Fledderjohn
Feintuch Communications
212.808.4904 / 212.808.4903
antel@feintuchpr.com

