

zBoost Your Holidays - zBoost Makes Connected Gadgets Faster With a Strong Cell Phone Signal

New York - September 20, 2012 - Wi-Ex, a leading provider of consumer and commercial cell phone signal booster kits, is showcasing its award-winning cell phone signal booster kits including the now shipping 4G zBoost DataBlast and its zBoost Your Holidays Profiles today at the Pepcom's Holiday Spectacular. The zBoost line, including the zBoost DataBlast which speeds data 20 times faster, allows consumers to take full advantage of voice, data and Internet services on their mobile phones including high-speed data and video, instant messaging, pictures and more - at home, in their personal workspace, in the office or on the go. The zBoost Your Life Holiday Profiles can help connect everyone on consumers' wish list with the zBoost fit for their lifestyle and help everyone's devices stay "smart."

"With the wave of new tech devices including Apple, Amazon and Android, the holiday tech season is already gearing up. Many of these devices will top tech wish lists, but rely on a strong indoor cell phone signal for making calls, receiving and sending texts, checking email and online multimedia applications including gaming, downloading music, uploading pictures and streaming high-definition video," said Sharon Cuppett with Wi-Ex. "Our zBoost product line helps consumers maximize their devices and now with our new zBoost DataBlast we can also help the millions of consumers using 4G LTE and AWS."

According to recent study by the Pew Research Center's Internet & American Life Project, 72 percent of cell owners experience dropped calls at least occasionally. In addition, the study found that more than 75 percent (77%) of cell phone Internet users experience slow download speeds that prevent data from loading as quickly as they would prefer.

zBoost Holiday Necessities

zBoost DataBlast - Speeds Data up to 20X

The newest addition to the zBoost line, the zBoost DataBlast includes 4G models for Verizon LTE and T-Mobile AWS. The DataBlast provides these consumers with an end to slow data allowing them to maximize their 4G devices including accessing the web or online multimedia applications such as gaming, downloading music, uploading pictures and streaming high-definition video at optimal quality and speed. In recent speed tests, the installation of the zBoost SOHO DataBlast resulted in data speeds up to 20X faster.*

The zBoost DataBlast, like the entire line of zBoost products, features patented technology that protects the carrier network. The zBoost DataBlast's MSRP is \$399 and starts shipping in October. The package includes everything you need: amplifier base unit, power supply, base unit antenna, coaxial cable (RG59-mini), signal antenna and mounting hardware. The wide radio wave beam width directional antenna receives signals from multiple cell towers.

zBoost SOHO - Cell Zones at Home or the Office

Designed for consumers, zBoost SOHO cell phone boosters extend a Cell Zone™ for multiple users and all devices operating on 800 and 1900 MHz frequency bands except those using Nextel/iDEN, 4G or 2100MHz. zBoost SOHO boosts signal up to 3000 square feet, making it perfect for your home or office. The package includes everything you need: amplifier base unit, power supply, base unit antenna, coaxial cable (RG59-mini), signal antenna and mounting hardware. The wide radio wave beam width directional antenna receives signals from multiple cell towers. Easy-to-install, the zBoost-SOHO retails for \$399.

zBoost zForce - Miles of Signal

The zBoost zForce YX240 cell phone signal booster extends an in-vehicle Cell Zone™ for cell phones or smartphones making it perfect for travel or long commutes. The dual band unit captures outside signal and amplifies it on the inside for a more reliable signal. The zForce is easy to install and includes a bi-directional amplifier unit housed in a sturdy, lightweight cradle for hands free operation, 12V cigarette power adaptor, external magnetic mount antenna with 15 ft. cable and optional gooseneck cigarette lighter adapter. The zForce retails for \$99 and is also available with an optional gooseneck attachment for \$149.

Connected Consumers

From the Holiday Hopper to the Smartphone Savvy to the Tablet Techie, the zBoost Your Holidays Profiles highlights key technology insights of target consumers to connect them with the perfect zBoost solution to fit their need. This holiday season help family, friends and co-workers stay connected at home, in the office or on the go.

Tablet Techie - Tablet sales continue to skyrocket. Apple and Android **tablet sales are expected to soar by 50 percent or more** this year. Tablets are now used for everything from business presentations to keeping kids occupied on the go. Tablet users want access to their data fast - 60% of tablet users expect a wait of less than three seconds for a Web site to load.

Smartphone Savvy

The smartphone is a staple in today's hyper connected world with nearly **50 percent of American adults** owning a smartphone and more than **65 percent of those 18-29 owning a smartphone**. These digital Swiss Army knives help consumers keep up with their schedules, check personal and work emails, the weather, stay connected on Facebook and Twitter and share on Pinterest and Instagram.

Holiday Hopper

The holidays are a time to pack up to visit family and friends. It is estimated that more than **90 million travelers** will take a trip of at least 50 miles from home this holiday season. From tablets to smartphones, these travelers need to stay connected to work and entertain themselves along the trip.

iFamily - Today's family room is full of the latest technology gadget with 24 different consumer media and communication devices in the average home. The use of **tablets for watching television and video content has more than doubled** in 2012 and is expected to continue to grow.

iWorker - It is estimated that **20 to 30 million Americans** work from home at least one day a week. Smartphones and tablets are an essential communication tools for these teleworkers and when they don't get signal, it can make even more work.

About Wi-Ex

Wi-Ex (www.wi-ex.com), a leading provider of cell phone signal boosters, developed zBoost, the first consumer-priced signal booster that "extended cell zones" for the small office/home office cell phone market. Wi-Ex has expanded their "extending cell zone coverage" beyond consumers to corporate enterprises and large commercial applications. From M2M applications to large commercial complexes to the rising number of teleworkers, the zBoost line provides a business-centric solution for improving poor

in-door cell phone coverage domestically and internationally. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodaphone, Verizon and T-Mobile. The award-winning zBoost home and office solutions help today's connected consumers including iPhone, iPad, Android (DROID), BlackBerry, and smartphone users with dropped calls and slow data. They were awarded a 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA) and a 2011 EXC!TE honoree. They also were selected as a finalist for the 2007 and 2009 CTIA Emerging Technologies (E-Tech) Award. As the leader, zBoost has more awards, more sales and more locations than all their competitors combined. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.

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