

zBoost Reach™ Cell Phone Signal Booster Kits Launch at CES 2014

New zBoost Reach Keep Suburban and Rural Signal-Challenged Consumers Connected with a Reliable Indoor Cell Phone Signal

Las Vegas - January 6, 2014 - zBoost, a leading provider of consumer cell phone signal booster kits, announced today the launch of its zBoost Reach™ line of cell phone signal booster kits to be showcased at the International CES 2014 in booth 80032, LVCC Gold Lot from January 7-10. The zBoost Reach line includes the zBoost Reach, zBoost Xtreme Reach, zBoost Cellular Reach and zBoost Cellular Xtreme Reach and provides signal-challenged consumers in suburban and rural areas with a solution to dead zones, dropped calls and choppy voice. The entire line of boosters complies with the new FCC rules that are set to take effect March 1, 2014.

“We know first-hand, our rural and suburban customers face more challenges when it comes to carrier service. Our Reach line is the newest version of our suburban and rural product line. These kitted solutions are designed to meet the needs of rural and suburban signal-challenged consumers by using both internal and external antennas that provide a higher gain allowing for a stronger signal in those harder to reach areas,” said Karen Reynolds, president of zBoost. “Our boosters have always been kitted and include patented technology to protect the carrier network. Now the new FCC ruling requires that everyone kit their cell phone signal booster products for consumers.”

Cell phone dead zones continue to pose a problem for many consumers in metropolitan, suburban and rural areas. Deadcellzones.com estimates that 50% of US homes do not have seamless wireless coverage and may require indoor solutions to provide a reliable indoor cell phone signal.

“We have all seen the cell phone coverage maps and the huge gaps in the coverage areas for suburban and rural areas. We developed these products to meet the needs of those signal-challenged consumers,” said Frank Smith, vice-president of zBoost. “We see the FCC ruling as a win for consumers as it removes inferior boosters from the market. Boosting cell phone signal is not easy and we have seen many competitors come and go. We look forward to moving forward with our new products and continuing to provide consumers with a kitted solution that protects the carrier network and helps put an end to dead zones for rural and suburban consumers.”

The zBoost Reach line provides suburban and rural consumers with an enhanced cell phone signal on all connected devices operating on the 800 and 1900 MHz frequency for up to 7500 square feet. Units come kit complete with an easy set-up solution. zBoost products use patented technology and protect the carrier network. The new line includes:

- zBoost Reach
 - Coverage up to 3,500 square feet for Cellular and PCS network and includes external panel antenna
- zBoost Xtreme Reach
 - Coverage up to 7,500 square feet for Cellular and PCS network and includes external log periodic antenna
- zBoost Cellular Reach
 - Coverage up to 7,500 square feet for Cellular network at 800 MHz and includes and external yagi antenna
- zBoost Cellular Xtreme Reach

- Coverage up to 9,000 square feet for Cellular network at 800 MHz and includes directional external antenna

About zBoost

zBoost (www.zBoost.com), a leading provider of cell phone signal booster kits and manufacturer of the popular [zBoost product line](#), was the first company to introduce consumer-priced, easy-to-install cell phone signal booster kits that “extended cell zones” for the small office/home office cell phone market. Starting March 1, 2014, the FCC will require all consumer cell phone signal boosters to be kitted. The zBoost line provides a business-centric solution for improving poor indoor cell phone coverage domestically and internationally. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodafone, 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. zBoost's recognition by industry leaders includes: 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA), a 2011 and 2012 EXC!TE honoree, 2012 CE PRO's Top 100 Technology Providers and a finalist for the 2007, 2009 and 2013 CTIA Emerging Technologies (E-Tech) Award. zBoost continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals. Find us at CES in booth 80032, LVCC Gold Lot next to the Driverless Car Experience.

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