

zBoost Launches zBoost Mobile1 Cell Phone Signal Booster to Keep Consumers Connected on the Go

Boosting More Miles of Coverage for the Technology Traveler and the Connected Commuter

New York - April 10, 2014 - zBoost (www.zboost.com), a leading provider of consumer cell phone signal booster kits, announced today the launch of the zBoost Mobile1, an in-vehicle cell phone signal booster, that creates a single user cell zone for more miles of uninterrupted voice and text* service. On display at Pepcom's DigitalFocus and shipping in early May, the zBoost Mobile1 is a dual band unit that captures the signal outside of the car and amplifies it on the inside for a stronger "hands-free" signal.

"From the Connected Commuter to the Technology Traveler, people rely on their cell phones when they are on the go," said Frank Smith, vice president of sales at zBoost. "The zBoost Mobile1 cell phone signal booster keeps consumers connected to family and friends while driving their daily commute or on their way to their summer destination, by significantly reducing their dropped or missed voice calls and increasing their ability to send and receive text messages."

The zBoost Mobile1 comes kit complete with a power supply, antenna and cabling, and a bi-directional amplifier unit housed in a sturdy, lightweight cradle. Available in mid-May, the zBoost Mobile1 will retail for \$89 MSRP. Benefits of the zBoost Mobile1 include:

- "Hands-free" operation to boost signal for voice and text for all phones
- Boosts in-vehicle signal for a single user
- Reduces dropped calls and dead zones
- Extends cell phone battery life

Technology Traveler

According to industry stats, one in three Americans will travel over Memorial Day and more than 85 percent take a leisure trip over the summer. According to a TripAdvisor Survey, cars continue to top the method of transportation with nearly **75 percent of summer travelers planning to drive**. A recent Nielsen Survey shows that along with the bathing suits and camping gear, technology is now an integral part of vacation packing including:

- More than **60 percent using social media while on vacation**
- **85 percent of American travelers use smartphones** while on vacation
- **45 percent** of American travelers use tablets on vacation

Connected Commuter

Americans spend a lot of time commuting. Technology has become an integral part of that commute from apps that help navigate traffic to ones that find the cheapest gas prices. However, with a poor cell phone signal commuters can be left disconnected. According to U.S. Census Bureau's annual American Community Survey:

- More than **10 million people commute an hour or more** to work each way
- **600,000 are considered "mega-commuters"** who travel 90 minutes or more each way
- The average commute is **25.5 minutes**

* Please don't text while driving.

About zBoost

zBoost (www.zBoost.com), a leading provider of consumer cell phone signal booster kits and manufacturer of the popular [zBoost cell phone signal booster](#), was the first company to introduce consumer-priced, easy-to-install with no knobs, cell phone signal booster kits that “extended cell zones” for the home market. The zBoost product line works with most carriers in the North America including AT&T®, Sprint®, T-Mobile® and Verizon®. The award-winning zBoost home solutions help today's connected consumers using iPhone, iPad, Android (DROID), BlackBerry 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 that meet the demands of an increasingly wireless society by enhancing wireless signals.

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