

## FOR IMMEDIATE RELEASE

### **Wilson Electronics and zBoost Cell Phone Signal Boosters Keep Mobile Moms, Digital Dads and Gadget Grads Connected**

*The leading cellular signal booster manufacturers  
to showcase new products at Pepcom's Digital Experience*

**New York - April 10, 2014** – Wilson Electronics ([www.wilsoselectronics.com](http://www.wilsoselectronics.com)), manufacturer of North America's top-selling line of cellular signal boosters and zBoost ([www.zboost.com](http://www.zboost.com)), a leading provider of consumer cell phone signal booster kits, showcased today the Wilson Electronics and zBoost line of cell phone boosters as a perfect gift to keep Mobile Moms, Digital Dads and Gadget Grads connected.

According to a report by the National Retail Federation, Americans spend more than \$35 billion on gifts for moms, dads and grads with technology gifts on the rise. On display at Pepcom's DigitalFocus, the Wilson Electronics and zBoost family of cell phone signal boosters brings reliable cell phone signals inside and helps prevent dropped or missed calls and slow data, as well as extends battery life.

"Many dads, moms and grads depend on their smartphones and tablets to keep them connected, organized and entertained," said Jonathan Bacon, director of marketing at Wilson Electronics. "What happens when the cell signal is weak and they are no longer connected? Usually it results in a cranky dad, stressed out mom and bored grad. Together, the Wilson Electronics and zBoost product lines offer a variety of cellular signal boosting solutions whether you're in a home or building, or in a vehicle, making a booster the perfect gift to keep moms, dads and grads seamlessly connected throughout their day."

#### ***Keeping Mobile Mom, Digital Dad and Gadget Grad Connected***

**Mobile Mom** - Moms are busier than ever and according to a BabyCenter survey, **81% use their mobile device to manage their day and over half say their smartphone is like their "backup brain."** When Mom's struggle with cell signal they no longer have access to the benefits of their smartphone and "backup brain". According to the BabyCenter 2013 Mobile Mom Report, smartphones are so vital to Mom's daily life that she checks it at every possible opportunity: while on the go (96%), shopping (95%), when watching TV (94%), in the car (94%), in the kitchen (91%), and in the bathroom (80%).

- zBoost Mobile1™
  - Boost in-vehicle for a single user
  - Reduces dropped calls and dead zones
  - Cradle offers "Hands-free" operation
  - Stronger 3G data speeds
- Wilson Electronics Mobile 4G™
  - Reduces dropped calls and speeds data rates
  - Boost signal for multiple users and carriers
  - Stronger 4G data speeds

**Digital Dad** - Dads are pulled in all directions and their mobile device is the main tool they use to stay connected, organized and entertained. When Dad needs to contact his family, see a stock price, check on tomorrow's weather or watch his favorite team - his mobile device is the answer and Pew Research reports that **93% of American males have a mobile device.**

- zBoost TRIO SOHO™
  - Carrier specific - it boosts AT&T or Verizon 4G LTE and all major 3G networks
  - Reduces dropped and missed calls
  - Provides faster 4G data for multiple users

- Wilson Electronics DB Pro 4G™
  - A five-band indoor signal booster for large homes or buildings
  - Increases cellular signal on 4G, 3G and 2G data on all carriers
  - Amplifies weak cellular signals and provides reliable voice and data coverage

**Gadget Grad** - Students graduating from high school or college are dependent on their smartphones and parents need them as a tool to stay in touch with their young adults. Pew Research shows **83% of 18-29 year olds own a smartphone** and the CDC reports that **54% of people between the ages of 18 and 24** live wireless only, making them dependent on a strong cell signal.

- zBoost TRIO CONNECT™
  - Ideal for apartments and lofts - no outside antenna required
  - Tri-band voice and data booster for desk area
  - Provides faster 4G data performance for single user
- Wilson Electronics DT4G™
  - Significantly reduces dropped call or lost connections in multiple rooms
  - Boosts signals for multiple users and all carriers
  - Stronger, more reliable 4G data speeds

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### **About Wilson Electronics, LLC**

Wilson Electronics, LLC, a leader in the wireless communications industry for more than 40 years, designs and manufactures the industry's broadest product portfolio of cellular signal boosters, antennas and related components that significantly improve fixed and mobile cellular communication for use in consumer, enterprise and industrial applications worldwide. All Wilson products are designed, manufactured and tested at the company's U.S. headquarters. Wilson signal booster product solutions fully comply with FCC regulations and are FCC type accepted and Industry Canada (IC) certificated. For more information visit [www.wilsoelectronics.com](http://www.wilsoelectronics.com).

### **About zBoost**

zBoost ([www.zBoost.com](http://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 - 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 continues to develop innovative products that meet the demands of an increasingly wireless society by enhancing wireless signals.

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