



Why People Still Spend Money on Landlines zBoost Smartphone Survey Finds 18 Percent of Consumers Who Have a Landline Keep It Due to Poor Indoor Reception

LAS VEGAS, Jan. 5, 2015 --Eighteen percent of consumers who have a landline keep it due to poor indoor cell phone reception including poor indoor reception, choppy voice, and missed calls, according to the zBoost Smartphone Survey, commissioned by zBoost, a leading provider of consumer cell phone signal booster kits and conducted online in December 2014 by Harris Poll. The zBoost line of cell phone signal boosters, showcased at Pepcom at the Consumer Electronics Show (CES), increases indoor cell phone signal allowing consumers to drop landlines and enjoy the features of their smartphone in the comfort of their home.

"Most of us have experienced that 'Can you hear me now?' moment where we can't hear someone on our mobile phones. Eighteen percent of consumers are tied to landline phones due to poor signal - they could use a zBoost and save money," said Karen Reynolds, president of zBoost. "The zBoost product line provides an easy-to-use cell phone signal booster that ends missed and choppy voice calls by minimizing dead zones. With the addition of a zBoost cell phone signal booster, consumers can stay connected, organized and entertained with their mobile phones."

Statues, Yoga and Matrix Moves -- All to Keep a Signal

The zBoost Life Uninterrupted Survey, an additional survey conducted online in August 2014 by Harris Poll, found that 97 percent of mobile phone owners say they make mobile phone calls indoors and 64 percent of these say they have never done anything special to improve their signal reception while trying to make or receive a mobile call indoors. Thirty-two percent have done something specific to improve their signal including:

- Heading outside 16%
- Standing still like a statue 7%
- Making a run for the window 6%
- Moving like a ninja 2%
- Posing like a Yogi 1%
- Talking in the garage 1%
- Making Matrix moves 1%

zBoost SOHO

The zBoost SOHO boosts cell phone signals for voice and text for all major carriers. zBoost SOHO captures the reliable cellular signal you have outdoors and rebroadcasts it indoors so you can enjoy clearer, faster and more reliable service without interruption.

Everything you need is included: amplifier base unit, indoor antenna, power supply, 50 ft. of RG-6 cable, external antenna, and mounting hardware.

Features and Benefits Include:



- Ideal for small homes that have reliable outside signal
- Reduces missed calls and provides faster 3G data performance for multiple simultaneous users
- Boosts performance on iPhone, Samsung, Android and other phones and mobile devices
- Automatically operates at maximum gain no manual adjustments needed
- Extends phone battery life - phone uses less power when the indoor signal is stronger
- Easy to set up - all hardware included
- Designed in Silicon Valley Made in North America

zBoost TRIO SOHO

The zBoost TRIO SOHO cell phone signal booster boosts indoor signal for voice and AT&T 4G data signals in small homes. The innovative zBoost TRIO SOHO boosts 4G LTE, CEL (800 MHz) and PCS (1900 MHz) for either Verizon or AT&T. The zBoost TRIO SOHO captures the reliable cellular signal you have outdoors and rebroadcasts it indoors so you can enjoy clearer, faster and more reliable service without interruption.

Everything you need is included: amplifier base unit, indoor antenna, power supply, 50 ft. of RG6 cable, external antenna, and mounting hardware.

Features and Benefits Include:

- Ideal for homes that have reliable outside signal
- Reduces missed calls and provides faster 4G data performance for multiple simultaneous users
- Boosts performance on iPhone, Samsung, Android and other phones and mobile devices
- Compatible with mobile phones and devices operating on AT&T 4G LTE, CEL (800 MHz) and PCS (1900 MHz)
- Automatically operates at maximum gain no manual adjustments needed
- Extends phone battery life - phone uses less power when the indoor signal is stronger
- Designed in Silicon Valley Made in North America

For more information on the zBoost line of boosters, visit: www.zBoost.com.

About the zBoost Smartphone Survey

This survey was conducted online within the United States by Harris Poll on behalf of zBoost from December 17-19, 2014 among 2,024 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Deanna Anderson at danderson@aquapr.com.

About the zBoost Life Uninterrupted Survey

This survey was conducted online within the United States by Harris Poll on behalf of zBoost from August 13-15, 2014 among 2,016 adults ages 18 and older, of whom 1,735 use a mobile phone and 1,047 have a smartphone. This online survey is not based on a



probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Deanna Anderson at danderson@aquapr.com.

About zBoost

zBoost, and its parent company, Wilson Electronics LLC., are leaders in the cellular signal boosting market. The zBoost product line works with most carriers in 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 missed calls and slow data. zBoost continues to develop innovative products that meet the demands of an increasingly wireless society by enhancing wireless signals. For more information, visit www.zboost.com.

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