

## Wi-Ex Announces Name Change to zBoost

Atlanta, July 23, 2013 -- Wi-Ex, ([www.zBoost.com](http://www.zBoost.com)) the developer of the award-winning line of zBoost cell phone signal boosters, announced today the company is changing its name to zBoost as part of its ongoing commitment to superior customer service.\* The name change along with the new website, [www.zBoost.com](http://www.zBoost.com), will help consumers more easily find the award winning line of zBoost products. The zBoost line has won numerous awards including CTIA Emerging Technologies (E-Tech) Award, CE Pro Top 100 Technology Providers and an honoree for Consumer Electronics Association Innovation Award. The change is part of zBoost's goal to provide easy-to-use cell phone signal booster kits that put an end to dropped calls, choppy voice and slow data.

"As with many brands that are different from the parent name, our customers already refer to us as zBoost. zBoost has always provided a high impact of search queries for Wi-Ex.com and with zBoost as our name, it will be easier for consumers to find us on their phones, online or in retail stores," said Karen Reynolds, president of zBoost. "With the increased reliance on mobile devices, consumers are more aware of the challenges of a poor cell phone signal. We see an increase in the need for cell phone signal boosters and in turn, an increase in searching for our company, because of the growing reliance on smartphones and tablets."

Recent industry statistics reveal that more than 77 percent of cell phone Internet users experience slow download speeds that prevent things from loading as quickly as they would like and another 72 percent experienced dropped calls at least occasionally (Pew Research Center, 2012). The complete zBoost product line consists of signal boosting technology for the home, office, commercial buildings, car and travel. Units come kit complete with an easy set-up solution. All zBoost products protect the carrier network using patented technology.

### About zBoost

zBoost ([www.zBoost.com](http://www.zBoost.com)), a leading provider of cell phone signal booster kits and manufacturer of the popular [zBoost product line](#), developed zBoost, the first consumer-priced signal booster that "extended cell zones" for the small office/home office cell phone market. zBoost has expanded their "extending cell zone coverage" beyond consumers to corporate enterprises and large commercial applications and now includes the "DataBlast", an LTE booster. 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 and 2012 EXC!TE honoree and 2012 CE PRO's Top 100 Technology Providers. They also were selected as 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.

*\* Wireless Extenders is still the legal name of the company and the change is a d/b/a change from Wi-Ex to zBoost.*

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