

zBoost Cell Phone Signal Booster Kits Keep Moms, Dads and Grads Connected, Organized, and Entertained

New York - April 11, 2013 – Wi-Ex, a leading provider of consumer cell phone signal booster kits, showcased today its zBoost line of cell phone signal booster kits as a perfect gift to keep the Mobile Mom, Digital Dad and Gadget Grad connected. The zBoost line of cell phone signal booster kits connect home, office, dorm or car and prevent dropped or missed calls and slow data on their mobile phone or tablet. On display at Pepcom's DigitalFocus, the zBoost family of cell phone signal boosters brings reliable cell phone signal inside and helps prevent dropped or missed calls and slow data, as well as extends battery life.

Although 45% of Americans (Pew Research) already own a smartphone, accessories for these smartphones such as batteries, boosters and cases are the gadgets that many Moms, Dads and Grads depend on to keep them connected, organized, and entertained. Last year, consumer spending reached \$18.6 billion on Mother's Day with 13% devoted to electronics, more than \$12 billion was spent on Father's Day gifts with 20% devoted to electronics, according to Brand Keys Mother's and Father's Day Surveys. Also, nearly \$5 billion was spent on gifts to grads, with 12% devoted to electronics according to National Retail Federation Graduation Survey.

"A poor indoor cell phone signal makes it hard to enjoy or be productive on your smartphone or other devices. With more than 70% of cell owners experiencing dropped calls at least occasionally, it makes our boosters a great gift idea for Moms, Dads and Grads", says Sharon Cuppett, Vice-President of Marketing and Product Management at Wi-Ex. "The zBoost product line offers a variety of solutions for the home, office and on the go. zBoost also increases the battery life, another big problem for many users with weak signal."

zBoost SOHO - Cell Zones at Home or the Office

The zBoost SOHO cell phone booster extends a Cell Zone™ for multiple users and all devices operating on 800 and 1900 MHz frequency bands except those using Nextel/iDEN, 4G or 2100MHz. zBoost SOHO boosts signal up to 3000 square feet, making it perfect for your home or office. Available at www.Wi-Ex.com - MSRP \$399.

Benefits Include:

- Increases indoor signal coverage-up to 3000 sq. ft.
- Supports multiple users simultaneously
- Compatible with all U.S. carriers and mobile devices using 800 & 1900 MHz (except Nextel/iDEN or 4G, 2100MHz phones)
- Increases voice and data transmission
- Decreases dropped or missed calls
- Extends phone battery life (uses less power when signal is stronger)
- Protects the carrier network using patented technology

zBoost zForce - Miles of Signal

The zBoost zForce YX240 cell phone signal booster extends an in-vehicle Cell Zone™ for your cell phone or smartphone. The dual band unit captures outside signal and amplifies it on the inside for a more reliable signal. Wi-Ex.com is now selling the zForce at a special price of \$99.

Benefits Include:

- Boosts in-vehicle signal – Perfect for travel or long commutes
- Cradle for hands-free operation
- Eliminates most dropped or missed calls
- Works with your cell phone or smartphone such as iPhone, Android or BlackBerry
- Compatible with carriers and mobile devices using 800 & 1900 MHz, except iDEN/Nextel or 4G

- Extends cell phone battery life
- Improves signal strength for voice and data
- Protects the carrier network using patented technology
- Bonus accessories for consumer customization

Connected, Organized and Entertained -- Mobile Mom, Digital Dad and Gadget Grad

Mobile Mom - Moms use their smartphones to stay connected, but more importantly, smartphones keep moms organized and informed. Reports show that **more than 50% of moms in the US own smartphones** to keep them connected with family and friends. According to Harvard Business Reviews Vision Statement, "How People Really Use Mobile", 34% of all interactions on a mobile device is for productivity, such as planning upcoming activities (7%), managing finances, health and productivity (11%), seeking news and information (4%) and seeking a product or service (12%).

Digital Dad - With an estimated **20 to 30 million Americans** working from home at least one day a week, today's dads are no exception with needing to stay connected to work. If today's dad isn't working, more than likely they are checking the stats of their favorite team and fantasy teams. Smartphones and tablets are essential tools for these dads to be able to stay connected with the office and to their favorite past times.

Gadget Grad - Whether they're headed to college or out on their own, smartphones are a necessary tool for young adults. Research from the CDC found that **44% of people between the ages of 18 and 30 live wireless only**, meaning voice and data signal are essential to staying connected. With reports showing more than 65% of smartphone owners are between the ages of 18 - 29, it is not surprising that 73% of college students said they would not be able to study without some form of technology and 38% of those students said that they could not even go more than 10 minutes without checking their laptop, tablet or smartphone.

About Wi-Ex

Wi-Ex (www.wi-ex.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. Wi-Ex has expanded their "extending cell zone coverage" beyond consumers to corporate enterprises and large commercial applications and now includes the "DataBlast", an LTE booster. From M2M applications to large commercial complexes to the rising number of teleworkers, 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, 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 Electronic 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 and 2009 CTIA Emerging Technologies (E-Tech) Award. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.