



### **zBoost Extends in-vehicle Cell Zones with Launch of z-Force**

New York - June 22, 2011 - Wi-Ex, a leading provider of consumer and commercial cell phone signal boosters, announced today the launch of zBoost z-Force in-vehicle cell phone signal booster. Showcased at the Digital Experience and CEA Line Show, the z-Force is a dual band cradle unit that captures the signal outside of the car and amplifies it on the inside for a stronger "hands-free" signal reducing dropped calls and slow data.

"A third of Americans use their smartphones to keep up with schedules, check personal and work emails, and stay connected on social media, however a poor cell phone signal can make this a challenge for today's on-the-go consumer," said Sharon Cuppett, vice-president of marketing of Wi-Ex. "The launch of z-Force provides consumers with a strong cell phone signal on the go, making it easier to use their cell phones and smartphones to stay connected to family, friends and work."

The unit works with 800 MHz and 1900MHz phones which covers most carriers (except Nextel/iDEN, 4G or 2100MHz). The z-Force is easy to install and includes a bi-directional amplifier unit housed in a sturdy, lightweight cradle for hands-free operation, 12V cigarette power adaptor, external magnetic mount antenna with 15 ft cable and optional gooseneck cigarette lighter adapter. The zBoost line allows consumers to take full advantage of data, voice and Internet services on their iPhones™, iPads™, connected devices and smartphones. The z-Force will be available in October 2011.

#### **About Wi-Ex**

Wi-Ex ([www.wi-ex.com](http://www.wi-ex.com)), a leading provider of cell phone signal boosters, developed zBoost, the first consumer-priced signal booster that "extended cell zones" for the small office/home office market. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodaphone, Verizon and T-Mobile.

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