



zBoost “State of the Cell Signal” Survey Reveals 45 Percent of Teleworkers Have Experienced Problems with Their Cell Phone Service While Working from Home

zBoost Helps Boost Cell Phone Bars at the Office, Home and on the Go

Las Vegas, NV March 23, 2010 - According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and car, and conducted by Harris Interactive®, 45 percent of teleworkers¹ have experienced problems with their cell phone service while teleworking. The survey updates released today at the International CTIA Wireless 2010 show, fielded December 8 – 10, 2009 via Harris' online omnibus survey, also revealed that 63 percent of teleworkers consider their cell phone extremely or very important to successful teleworking and 30 percent consider their PDA or smartphone including Blackberry and iPhone extremely or very important to successful teleworking.

Showcased in booth 6015 and at Pepcom's Digital Experience, the zBoost line allows consumers to take full advantage of voice, data and Internet services on their mobile phones including 3G high-speed data and video, instant messaging, pictures and more - at home, in your personal workspace, in the office or on the go in the U.S and abroad.

The updates to the zBoost "State of the Cell Signal" Survey also found:

- 35 percent of teleworkers have experienced reception problems including 28 percent experiencing poor signals or dead zones in their home and 26 percent experiencing dropped calls.
- 29 percent of teleworkers expect the time they spend teleworking to increase in the next 12 months.

"A reliable cell phone signal is essential for the growing number of teleworkers. Our survey updates released today at CTIA, showcase the challenges many teleworkers have with staying connected via their cell phone or smartphone while working from home," said Lloyd R. Meese, CEO of Wi-Ex. "zBoost keeps teleworkers connected by boosting voice and data and increasing data speeds at home, in the office or on the go and our newest product, the zBoost-METRO was designed with the urban dweller - many of whom teleworker - in mind."

The zBoost-METRO, launched at CTIA, is a single room cell phone signal booster that requires no external access for the receiving antenna and no vertical separation. The zBoost-METRO allows consumers to take full advantage of voice, data and Internet services on their mobile phones including 3G high-speed data and video, instant messaging, pictures and more - at home or in their personal workspace.

The zBoost-METRO is the newest addition to the award winning line of Wi-Ex products. All Wi-Ex products feature patent-pending technology to protect the carrier network. They are easy to install, affordable and increase in-building coverage by up to 2,500 sq ft.

Home and Office

- NEW for CTIA 2010: zBoost-METRO (Dual Band) - a single room cell phone signal booster that requires no external access for the receiving antenna and no vertical separation - \$299 (MSRP)

¹ For the purposes of this survey “teleworkers” have been defined as U.S. adults ages 18+ who are employed and own a cell phone and spend at least some time each week working from home (n=443).



- zBoost for the HOME and Office Dual Band (both 800MHz and 1900MHz simultaneously) - Coverage up to 2,500 sq ft; Multiple phones and carriers simultaneously - \$399 (MSRP)
- zBoost-ONE PCS (1900MHz) – 2010 CES Innovations Honoree a single base unit with no external antennas - PCS phones; Coverage up to 1,200 sq ft - \$249 (MSRP)
- zBoost for the HOME and Office single band frequency PCS (1900 MHz) or Cellular (800 MHz) frequency - Coverage up to 2,500 sq ft; Multiple phones simultaneously - \$299 (MSRP)

Travel

- zBoost for the car - Dual Band works with both 800MHz and 1900MHz - \$179 (MSRP)
- zBoost zPocket - Personal workspace booster works with both 800MHz and 1900MHz - \$119 (MSRP)

International

- zBoost International (YX520i) Dual Band for Home and Office - Dual band (900MHz phones and 1800MHz phones simultaneously); increases coverage – up to 200 sq. m - \$499 (MSRP – FOB GA, USA)

Commercial

- zBoost for the Custom Installer: single or dual-band frequency available - coverage up to 10,000 sq ft

About Wi-Ex

Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters, developed zBoost, the first consumer-priced signal booster for the small office/home office (SOHO) cell phone market. Wi-Ex manufactures and distributes the zBoost line of cell phone signal extenders for the home, office or car. The zBoost product line works with most carriers in the US and abroad including AT&T, Sprint, Vodaphone, Verizon and T-Mobile. They were awarded a 2007 and 2010 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA). They also were selected as a finalist for the 2007 and 2009 CTIA Emerging Technologies (E-Tech) Award. As the leader, zBoost has more awards, more sales and more locations than all their competitors combined. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals.

About the zBoost "State of the Cell Signal Survey:

Harris Interactive[®] fielded the study on behalf of Wi-Ex from December 8 – 10, 2009 via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,212 U.S. adults aged 18 years and older of whom 1,869 own a cell phone and 443 are teleworkers. 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 danderson705@comcast.net.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of



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