

Holiday Gift Giving Made Easy with zBoost

Do you friends and family make a run for the nearest window or door when they are expecting an important call or text or when they want to access the Internet on their mobile? According to the zBoost “State of the Cell Signal” Survey, commissioned by Wi-Ex, the leading provider of consumer cell phone signal boosters, and conducted by Harris Interactive, 70 percent of cell phone owners experience problems with their cell phone service including dropped calls (44%), poor signal reception in their home (34%) and dead zones at work (28%).

In addition and important to users of the iPhone, Palm and Blackberry, more than 60 percent of cell phone owners use data functions on their cell phones and of those consumers 51 percent experience problems with their cell phone while using data functions.

This holiday season help family, friends and co-workers stay connected at home, in the office or on the go. The zBoost complete line of award winning consumer cell phone signal boosters and the first plug-n-play cell phone signal booster for consumers makes a perfect gift for everyone on your list. zBoost creates Cell Zones™ for the home, office, car, personal space and travel. zBoost reduces dropped calls and improves cell phone signal indoors, as well as increases signal and speed of aircards, EDGE and 3G technology.

The zBoost Your Life Holiday Profiles can help connect your wish list with the zBoost fit for their lifestyle.

- **Digital Dad – 70 percent of cell phone users have in-door cell phone signal problems** and zBoost helps him stay in touch while at work, at the ball field on the road or at home.
- **Mobile Mom – With 34 million US Moms now online at least once a month**, technology is an integral part of her life and zBoost can give her the peace of mind that she can stay connected with the family.
- **Landline Loser – 1/3 of people aged 18 – 24 live in households with only cell phones** and a zBoost can ensure they don't miss important text, messages or phone calls.
- **Gadget Grands – Cell phones are a must – nearly 80 percent of 60 year olds used a cell phone in the last week** and zBoost can help them stay connected with family near and far.
- **Road Warrior – Americans drive a collective 222 billion miles a year and** zBoost can give them the security of knowing they have a reliable cell phone signal.
- **Gadget Chic – She is leading the 77 percent of women who when asked if technology was a “guy thing” responded no!** zBoost can help her stay up to date with friends, celebrity news and the latest gadgets to hit the market.
- **Gadget Geek – This early adopter owns more than 30 consumer electronic devices** and is always showing off his latest new “toy.” He relies on his Smartphone for everything and with zBoost he is no longer running to the window or outside to keep his signal.
- **Urban Dwellers – 90% of U.S. households now have a cell phone** and living in the city a challenge to your cell phone signal. zBoost will make it easy to stay in touch with family and friends with a reliable in-door cell phone signal.



By **Wi-Ex**

- **The H Suite** - *With 31 percent of employed cell phone owners spend at least some time teleworking*, or working from home, each week, the H (Home) Suite is an integral part of today's corporate America and reliable cell phone signal is a must.
- **The Men's Den** - *With recent industry statistics citing more than 400 million 3G subscribers worldwide*, "living 3G" is quickly becoming an integral part of today's "Men's Den" and zBoost can help them boost their aircards, EDGE and 3G technology all from the comforts of their home or office.

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