



WI-EX ANNOUNCES BLACK FRIDAY SPECIALS ON zBOOST CELL PHONE SIGNAL BOOSTERS

Atlanta – November 24, 2009 – With Black Friday quickly approaching, retailers are looking for every possible way to maximize their exposure to consumers and increase sales. According to data from [Nielsen Online](#), despite the challenging economy, Black Friday traffic to online shopping sites increases 10 percent year over year. [Wi-Ex](#) will be running Black Friday deals on their website on Black Friday, November 27, 2009 through Cyber Monday, November 30, 2009.

Wi-Ex's Black Friday deals are as follows:

The YX110, MSRP \$119 will have a Black Friday special price of \$79; The YX230, MSRP \$179 will have a Black Friday special price of \$99; The YX300, MSRP \$169 will have a Black Friday special price of \$59; The YX400-P, MSRP \$249.99 will have a Black Friday special price of \$149.

“With the increase in smartphones, as well as an overall increase in the use of data on mobiles, a strong in-door signal is becoming even more important in large professional settings,” said Lloyd R. Meese, CEO of Wi-Ex.

According to the zBoost “State of the Cell Signal” Survey, commissioned by Wi-Ex, the leading providers of consumer cell phone signal boosters, and conducted by Harris Interactive®, nearly two in three cell phone owners (64%) use data functions on their cell phones and, of those, 51 percent experience problems with their cell phone service while using data functions.

The “State of the Cell Signal” Survey unveiled that 70 percent of cell phone owners experience problems with their cell phone service, including dropped calls (44%), poor signal reception or dead zones in their home (34%) and poor signal reception or dead zones at work (28%). The zBoost line allows consumers to take full advantage voice, data and Internet services on their mobile phones including 3G high-speed data and video, instant messaging, pictures and more.

About Wi-Ex (www.wi-ex.com)

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 selected as 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.



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