



Wi-Ex Expands Corporate Program to Meet Growing Demand

zBoost Provides the Mobile Workforce an End to Dropped Calls and Slow Data

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ATLANTA--Wi-Ex, a leading provider of consumer and commercial cell phone signal boosters, announced today an expansion of its Corporate Program. The Corporate Program will continue to focus on providing zBoost solutions to maximize in-door cell phone coverage for the enterprise - from small businesses to large corporations. The zBoost Corporate Program provides IT and telecom departments with the essential enterprise smartphone support to maximize their mobile devices. The zBoost line allows users to take full advantage of data, voice and Internet services on their iPhones, BlackBerry, DROID, connected devices, smartphones and other mobile phones including 3G high-speed data and video, instant messaging, pictures and more - at home, in their personal workspace or in a corporate office, both in the U.S. and abroad.

“As more workers 'cut the cord' and rely on cellular service for business critical operations, dropped calls no longer become an inconvenience, but a hindrance to business performance.”

"The expansion of our Corporate Program is in direct response to our customers and the changes in the industry," said Lloyd R. Meese, CEO of Wi-Ex. "The rapid adoption of smartphones including iPhones and BlackBerry, tablets and other connected devices by the enterprise has caused a shift in the way we work. Employees now have the flexibility to take their office with them; however having a strong signal is key to actually working and using the phone for the mobile worker."

The IDC's 2010 SMB Mobility IT Decision-Maker Survey found that while 94 percent of SMBs in the United States place high importance on their network availability/reliability in selecting a mobile operator only 84 percent of SMBs reported being satisfied with their network's reliability and 25 percent report insufficient network speeds as a barrier to mobile data adoption.



Wi-Ex recently conducted speed tests and found that the zBoost line of cell phone signal boosters can increase data speeds by as much as 180 percent or almost three times as fast, helping today's mobile workforce prevent dropped calls and slow data. The zBoost Enterprise Division is designed to help IT teams prevent an IT nightmare where employees are unreachable via their smartphone due to poor in-door cell phone signal.

According to IDC Technology Spotlight From Consumer-Centric to Business Essential: Extending Smartphone and Mobile Broadband Device Service into the Workplace, IDC #1073, January, 2011, "Used for years to improve sub-par cell service in homes, signal-boosting technology has come of age to provide increased signal strength throughout a business facility."

The Spotlight adds, "As more workers 'cut the cord' and rely on cellular service for business critical operations, dropped calls no longer become an inconvenience, but a hindrance to business performance."

The Spotlight continues, "As businesses continue to embrace smartphone technology for operational efficiency, the definition of mobile worker is changing. A worker is no longer a person on the road or at the airport but also moving around an office complex or mobile within a corporate campus. They are in and out of buildings or down in the basement or on the factory floor. Continuity of service is critical....In short, smartphones have moved from being conveniences to mission critical tools and therefore quality of service is essential. The expanding uses of these tools to data-intensive applications necessitate not only reliable service, but fast service."

Visit <http://www.wi-ex.com/IDCSpotlight.aspx> to download a complimentary copy of IDC Technology Spotlight From Consumer-Centric to Business Essential: Extending Smartphone and Mobile Broadband Device Service into the Workplace, IDC #1073, January, 2011.



The zBoost Corporate Program includes main unit volume discount, extended guarantees and special accessory pricing.

About Wi-Ex

Wi-Ex (www.wi-ex.com), a leading provider of consumer and commercial 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. 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 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.

**Wi-Ex ran a series of tests on the zBoost measuring speed and signal strength. These tests were run in August and October on both Sprint(EVDO) and AT&T(HSPDA) with the units on and then off. Average speed with the METRO off was 451.479Kps and with the Metro on it was 1301.458 Kps. This was an average increase of 849.979Kps or a 188% increase. Individual results will vary depending upon environmental conditions.*

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