

## **WI-EX'S NEW ZBOOST LINE, ZBOOST INTERNATIONAL, NAMED FINALIST IN CTIA EMERGING TECHNOLOGY AWARDS**

Norcross, GA – March 30, 2009 – Wi-Ex, the leader in cell phone signal boosters, is proud to announce the new zBoost line of signal boosters, zBoost International, has been named a finalist in the Mobile CE-Accessory category of the 2009 CTIA Emerging Technology Awards.

zBoost International is a dual band unit that works with all phones on the 900 MHz and 1800 MHz frequencies and allows consumers outside of the US to experience increased indoor mobile signal coverage – up to 200 sq. meters. It also allows them to take full advantage of data and Internet services on their mobile phones including 3G high-speed data and video, instant messaging, pictures and more. Recent industry statistics cite more than 400 million 3G subscribers worldwide. The zBoost International allows multiple users to operate their mobile phones simultaneously (including both data and voice) and is compatible with all major carriers.

This year, there is a two part judging process to the CTIA E-Tech Awards. The first portion is conducted by an expert panel of judges, in which winners are chosen from each of the 18 categories. The second portion of the E-Tech Awards process is voting for the first ever, Best in Show. All entries, in all categories compete for overall Best in Show, which is chosen by peers rather than a judging panel. The entry that receives the highest total in online votes and votes via text messaging will receive the title of Best in Show.

Online voting, which is currently open and ends at 5:00PM EST on Monday, March 30, 2009, allows people to view all entries and choose their favorite. zBoost International can be chosen as a favorite, which results in a vote, on the CTIA voting microsite, (<http://ctiait.ctia.org/eTechw2009public/index.cfm?fuseaction=main.viewEntries&start=181&subCat=all&scoreStatus=all>). Voting participants can also text in their vote by sending zBoost International's entry code, 716 to phone number 868464. Text voting begins 9:00AM PST on Tuesday, March 31, 2009 and ends 12:00PM PST, Thursday, April 2, 2009.

First, second and third place winners of the all 18 categories, as well as Best in Show, will be announced at the E-Tech Awards Ceremony, which will take place on Thursday, April 2, 2009, at 3:00 PM at the Exhibit Floor Stage (South Hall) of the Las Vegas Convention Center.

### **About CTIA Emerging Technology Awards**

Created in 2006, The CTIA Emerging Technology (E-Tech) Awards program is designed to give industry recognition and exposure to the best wireless products and services in the areas of Consumer, Enterprise and Network technology. Each year, more than 250 applications are submitted and reviewed by a panel of recognized members of the media, industry analysts and executives. Products are judged on innovation, functionality, technological importance, implementation and overall "wow" factor.

## **About Wi-Ex**

Wi-Ex ([www.wi-ex.com](http://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. They are easy to install, affordable and available at many retail and etail outlets including BestBuy.com ([www.bestbuy.com](http://www.bestbuy.com)) RadioShack ([www.radioshack.com](http://www.radioshack.com)), Fry's, WPS Antennas, Tiger Direct, RepeaterStore.com and Solid Signal. 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 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

For more information contact:  
Deanna Anderson  
705 Communications  
[Danderson705@comcast.net](mailto:Danderson705@comcast.net)  
404-759-1890