

International Consumers Can Now Get More Bars with Award-Winning zBoost

zBoost Launches International Version of Industry Leading Consumer Cell Phone Signal Booster

Las Vegas – January 7, 2009 – Wi-Ex, the leading provider of consumer cell phone signal boosters, announced the launch of the zBoost International today at the 2009 International Consumer Electronics Show in Las Vegas. The zBoost International works with all phones on the 900 MHz and 1800 MHz frequencies and allows consumers outside of the US to not only experience increased indoor cell signal coverage – up to 200 sq. meters, but to be able 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. The zBoost International will retail for an introductory price of \$499. The award-winning, U.S. version zBoost which operates on the 800 MHz and 1900 MHz, was selected as a 2007 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA).

“With more than 3 billion cell phone subscribers worldwide, cell phone signal issues are a major roadblock for today’s consumers who rely heavily on their cell phone for voice and more increasingly data,” said Lloyd R. Meese, CEO of Wi-Ex. “Today, consumers have limited options when it comes to improving in-door cell phone reception- either buy a cell phone signal booster like the industry-leading zBoost, buy an expensive femtocell from their carrier and pay an ongoing fee or as most of us have experienced at some point - stand by a window or go outside. With the launch of the zBoost International, consumers inside and outside of the U.S. have access to the solution they need for improving in-door cell phone signal issues and enjoying all the voice and data services their phone has to offer.”

With the continued popularity of iPhones and Blackberries, data is playing a larger role in mobile phone service plans, and in-door coverage must improve to ensure reliability. According to Informa Telecoms & Media, in 2008 the home environment will be responsible for 35% of total mobile data traffic, but this traffic is expected to increase to an overwhelming 60% in 2013.

The zBoost International allows multiple users to operate their phones simultaneously (including both data and voice), works with all phones on the 900 MHz and 18000 MHz frequencies and is compatible with all major carriers. It’s easy to install and the base unit can be placed in the family room, the basement, an office, a bedroom or a central location. Increasing coverage can be directly translated into increased productivity and savings.

Other benefits of the zBoost International include decreasing dropped or missed calls, no cradle or connection to your phone and extended battery life, since phones use less power when the signal is stronger. All zBoost products feature patent-pending technology which protects the carrier network. The package includes everything you need: amplifier base unit, power supply, base unit antenna, low-loss SATV coaxial cable (RG6), signal antenna and mounting hardware. The omni-directional signal antenna receives signals from multiple cell towers.’

In addition to the zBoost International the zBoost line includes:

- zBoost zPocket – Personal workspace booster works with both 800 MHz and 1900 MHz - \$119 – use with speakerphone or Bluetooth headset
- zBoost zPersonal (zP) – Personal booster that works with both 800 MHz and 1900 MHz - \$169 - single user increases coverage from 4-6ft

- zBoost - Cellular frequency works with 800 MHz - \$299 - multiple users simultaneously; increases coverage up to 2500 sq ft.
- zBoost - PCS frequency works with 1900 MHz - \$299 - multiple users simultaneously; increases coverage up to 2500 sq ft.
- zBoost - Dual Band works with both 800 MHz and 1900 MHz - \$399 - multiple users simultaneously; increases coverage up to 2500 sq ft.
- zBoost for the car – Dual Band works with both 800 MHz and 1900 MHz - \$299
- zBoost safety division - Flexible and affordable technology designed for the public safety market
- zBoost for the Professional Installer - zBoost 600 series of products include single frequencies or a dual-band unit.

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. They are easy to install, affordable and available at many retail and eetail outlets including BestBuy.com (www.bestbuy.com) RadioShack (www.radioshack.com), Fry's (www.frys.com), WPS Antennas (www.wpsantennas.com), Tiger Direct (www.tigerdirect.com), RepeaterStore.com (www.repeaterstore.com) and Solid Signal (www.solidsignal.com). The zBoost product line works with most carriers including AT&T, Sprint, 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 CTIA Emerging Technologies (E-Tech) Award in the Hardware – Mobile Accessory category. 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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