

**zBoost Leads the Industry in Helping Teleworkers Boost Their Cell Phone Bars  
at the Office, Home and on the Go**

***The zBoost “State of the Cell Signal” Survey reveals more than 35 percent of teleworkers  
experience cell phone signal problems while working from home***

LAS VEGAS– January 7, 2009 – With the start of a new year, are you looking to increase the time you spend working from home and escape long commutes? If so, you are like the more than one in four teleworkers (28%) who expect the amount of time they spend teleworking to increase in the next 12 months. Commissioned by Wi-Ex, the leading consumer cell phone signal booster, and conducted by Harris Interactive®, the zBoost “State of the Cell Signal” Survey revealed that 31 percent of employed cell phone owners spend at least some time teleworking, or working from home, each week.

Showcased today at the 2009 Consumers Electronic Show in Las Vegas, zBoost offers a suite of products that improve in-door cell phone signals through the creation of cell zones. The zBoost “State of the Cell Signal” Survey found that 38 percent of teleworkers experience cell phone service problems while teleworking, including poor signal reception or dead zones in their home (26 percent) and dropped calls (21%).

“Since our society, whether working from home or in an office, is reliant on cell phones for voice and data communications, including iPhone and Blackberry, poor in-door cell phone signal issues can be a major roadblock to teleworking opportunities,” said Lloyd R. Meese, CEO of Wi-Ex. “We have received thousands of comments from consumers who rely on our zBoost line of products in order to enjoy the flexibility and work-life balance provided by teleworking.”

In addition, the survey found that 54 percent of teleworkers consider their cell phone extremely or very important to successful teleworking and 22 percent consider their PDA or smart phone such as Blackberry, iPhone or Treo extremely or very important to successful teleworking. Other technology considered extremely or very important for successful teleworking included computer (88%), high speed Internet (84%), and home phone i.e., landline (38%). The zBoost product line allows consumers to take full advantage of voice, data and Internet services on their mobile phones, including 3G high-speed data and video, instant messaging, pictures and more.

Kacey Patterson, a recent University of Georgia graduate and marketing and public relations coordinator for AquaPR, is one of millions of employees benefitting from teleworking. AquaPR, a boutique public relations and marketing agency focused on technology, embraces teleworking from the executive level down and relies on a host of technologies from instant messaging to online document collaboration to zBoost products, to keep the team productive and connected.

“The option to telework was a key factor as to why I joined AquaPR. Our team’s mix of teleworking along with in-person team meetings and collaboration, has given me the best of both worlds,” said Patterson. “One of the keys to our success is the ability to maximize today’s technology to stay connected.”

All Wi-Ex products feature patent-pending technology to protect the carrier network. They are easy to install, affordable and increase in-building coverage by up to 2500 sq ft.

- zBoost International – Launched at CES 2009 and works with 900 MHz phones and 1800 MHz phones simultaneously - increases your indoor cell signal coverage – up to 200 sq. meters – Introductory price \$499

- 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](http://www.wi-ex.com))**

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 eetail outlets including BestBuy.com ([www.bestbuy.com](http://www.bestbuy.com)) RadioShack ([www.radioshack.com](http://www.radioshack.com)), Fry's ([www.frys.com](http://www.frys.com)), WPS Antennas ([www.wpsantennas.com](http://www.wpsantennas.com)), Tiger Direct ([www.tigerdirect.com](http://www.tigerdirect.com)), RepeaterStore.com ([www.repeaterstore.com](http://www.repeaterstore.com)) and Solid Signal ([www.solidsignal.com](http://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

#### **About the zBoost “State of the Cell Signal Survey”**

The “State of the Cell Signal” survey was conducted online by Harris Interactive on behalf of WiEx between November 4 and November 6, 2008 among 2,168 U.S. adults 18 years of age or older, of whom, 1,305 are cell phone owners who are employed full time, part time, and/or self-employed and 440 are teleworkers (employed cell phone owners who work from home at least part of a typical week). Results were weighted as needed on the basis of region, age within gender, education, household income, and race/ethnicity. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, and error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal. Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data

have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

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