



zBoost your Cell Signal and Eliminate Dropped Calls on your Commute with a MORE Affordable Solution

Wi-Ex passes on product cost-savings to consumers on the zBoost YX230

Atlanta, GA – September 22, 2009 – Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters, announced an unprecedented price cut on its cell phone signal boosters for the automobile. The zBoost YX230, a cell phone signal booster for vehicles, was previously priced at \$299 MSRP. The zBoost YX230 price has been reduced to \$179 (MSRP) – a 40% cost-savings passed on to the consumer. The savings are a result of a decrease in the product costs resulting from more efficient components and manufacturing. zBoost YX230 eliminates dropped or missed in-vehicle calls and works with all phones and carriers simultaneously, except Nextel. It does not require cradling the phone.

“This represents an incredible opportunity for commuters to save money on our zBoost YX230 and it’s just in time for the gift-giving season,” says Sharon D. Cuppett, vice president of marketing. “The time people spend in their vehicles has increased over the years, and people try to use their time wisely. When sitting in stopped traffic, it’s intuitive to touch the phone to check emails or the internet. It’s nice that when using our zBoost, the consumer’s iPhone/smartphone is not cradled. We are pleased to offer this affordable and uncradled solution with a savings of up to \$120.00 per unit on the zBoost YX230.”

zBoost: Affordable Technology That Works

All Wi-Ex products feature patent-pending technology to protect the carrier network. zBoost offers a suite of products that improve in-door cell phone signals through the creation of cell zones. They are easy to install, affordable and increase in-building or in-vehicle coverage. 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. On average, consumers upgrade their cell phones every 18 months. Contrary to a femtocell, which ties consumers to a carrier, the zBoost line of products allows consumers to change carriers to enjoy the latest handsets and cost-savings, without worrying about losing their improved cell phone signal.

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 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 recently announced its newly developed, innovative products for the commercial (over 25,000 sq ft) and the international (900Mhz, 1800MHz and 2100MHz) markets.

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