



zBoost: The Cell Phone Necessity for Everyone on Your Holiday List

zBoost Your Life Holiday Profiles - Connect the Perfect Cell Phone Signal Booster with Your Gift Giving List

New York, NY – June 23, 2010 - Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and on the go, showcased its 2010 zBoost Your Life Holiday Profiles today at the Pepcom Digital Experience. The zBoost complete line of award winning consumer cell phone signal boosters, including the recently shipping zBoost-METRO, makes a perfect gift for everyone on your list from the Urban Dwellers to Mobile Mom Managers to Vacation Workers. The zBoost 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 - at home, in your personal workspace, in the office or on the go in the U.S and abroad.

"Even as carriers continue to push to expand their 3G networks, poor in-door cell phone signal continues to be a problem for more than 65 percent of cell phone owners and nearly 60 percent experience problems with their cell phone service while using data functions," said Lloyd R. Meese, Wi-Ex CEO.

"When you combine this in-door cell phone signal problem with the growing popularity of smart phones, products like zBoost are becoming a necessity for many consumers. The zBoost line of product improves signal strength for better voice and data transmission while maintaining the integrity of the carriers' networks using patented technology."

Poor in-door cell phone signal continues to frustrate today's mobile consumer. Currently, consumers have three options when it comes to improving in-door cell phone reception including a cell phone signal booster like the industry leading zBoost, a femtocell from their carrier or as most consumers have experienced at some point - standing by a window or going outside. According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®, nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential voice and/or data communication tool.

The Holiday Gift Giving Necessity

"From the Digital Diva to the iFamily to the Gadget Grands, cell phones, smart phones and newer connected devices like the iPad are an essential part of our digital lives," said Sharon Cuppett, Wi-Ex vice-president of marketing. "By taking a look at the key technology insights of our target consumers we have been able to connect them with the perfect zBoost solution to fit their needs."

This holiday season help family, friends and co-workers stay connected at home, in the office or on the go. The zBoost Your Life Holiday Profiles can help connect your wish list with the zBoost fit for their lifestyle.

The iFamily - The iFamily has lots of gadgets and even gadgets for their gadgets. They use these gadgets to stay connected through voice, texts, social media, pictures and emails. ***A recent survey found that 75 percent of those ages 12-17 now have cell phones*** and a reliable signal is a must to stay on top of everyone's schedules.

Smart phone Savvy - Smart phone users frequently have problems with signal connections and with ***one-third of households owning a smart phone***, that is a lot of people with signal problems and consumers who could benefit from zBoost.

Vacation Worker - ***More than 50 percent of employees admit to working while on vacation*** but a reliable signal is not always found at your vacation destination.

Metro Tech Man - ***This early adopter owns more than \$1000 in consumer electronic devices***, with a zBoost he can stay connected to emails, texts, stock quotes, sports scores and his favorite news outlet.



Mobile Mom Manager - More Moms than ever are wielding smart phones and use them as a necessity in their busy lives – **14 percent of Moms with cell phones own a smart phone** and they are finding them so useful, that they are the fastest growing market for smart phones.

iWorker - According to the zBoost "State of the Signal Survey" , **45 percent of teleworkers have cell phone signal trouble while teleworking**. Cell phones are essential communication tools for teleworkers and when they don't get signal, it makes work even more work.

Digital Diva - **With 1.5 trillion texts sent in 2009** alone, the constant-communicator, the Digital Diva needs to always be available.

Gadget Grand - **80 percent of 60 year olds use cell phones** and it doesn't matter if you are around the corner or across the country, a zBoost cell phone signal booster is the solution for dropped or missed calls with your loved one.

Wireless Winner - As Generation Y leads the trend of dropping landline phones in favor of cell phones, cell phone signal becomes much more of a necessity rather than a luxury. **One in every four households have dropped their landlines** and have gone wireless only.

Man Cave - **40 percent have a Man Cave in their home** and with a zBoost you can keep him connected while he's sitting in his favorite chair and cheering on his favorite team.

Urban Dwellers - **Nearly two-thirds of adults who shared a flat or house with unrelated roommates reported having only mobile phones**, making that group the most likely to be completely wireless and struggling with dropped or missed calls.

On the Go Joe - All On the Go Joes have one thing in common; they need to stay connected while on the road. **Americans drove a collective 2.9 trillion miles**. That's a lot of time spent behind the wheel, needing a strong cell phone signal.

About Wi-Ex

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 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.

About the zBoost "State of the Cell Signal Survey:

Harris Interactive® fielded the study on behalf of Wi-Ex from December 8 – 10, 2009 via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,212 U.S. adults aged 18 years and older of whom 1,869 own a cell phone and 443 are teleworkers. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Deanna Anderson at danderson705@comcast.net.

For more information:

Deanna Anderson
705 Communications
danderson705@comcast.net
404-759-1890