



FOR RELEASE

zBoost named as Honoree in the CES 2010 Innovations Awards sponsored by CEA

New York, New York, November 10, 2009 – Wi-Ex today announced that it has been named an International CES Innovations 2010 Design and Engineering Awards Honoree for zBoost ONE PCS YX400. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers, and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 product categories.

The zBoost ONE, designed for the home and office for Sprint and Metro PCS cell phones, is the first and only cell phone signal booster with NO external antennas. With no external antennas, this product is easy and quick to set up. It increases the cell phone signal indoors up to 1200 square feet. It also allows users 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. 70% of cell phone owners experience problems with their cell phone service, including dropped calls (44%), poor signal reception, or dead zones in their home (34%) and poor signal reception or dead zones at work (28%).*

“The zBoost ONE engineering team recognized that consumers wanted an “out-of-the-box”, simple solution and designed it. You put the product near a window or where there is strong signal and plug it in– now you’ve got signal. No messing around with cables or antennas,” says Sharon D. Cuppett, vice president of marketing, Wi-Ex.

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)[®], the producer of the International CES, the world’s largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Wi-Ex's zBoost ONE will be displayed at the 2010 International CES, which runs January 7-10, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product’s intended use/function and user value



- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2010 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

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 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.

About the zBoost Cell Phone Signal Survey

*The “State of the Cell Signal” survey was conducted online by Harris Interactive on behalf of Wi-Ex between November 4 and November 6, 2008 among 2,168 U.S. adults 18 years of age or older, of whom, 1,886 are cell phone owners. Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online

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