



## **zBoost Now Available at Best Buy**

Atlanta – October 28, 2010 – Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and on the go, announced today that its zBoost-SOHO and zBoost-METRO are now available at Best Buy. Designed to create Cell Zones™ in signal-challenged homes and offices, the zBoost line of products allows users to take full advantage of voice, data and Internet services on their connected devices including 3G high-speed data and video, instant messaging, pictures and more.

“As seen by the Google Nexus phone, most consumers aren’t ready to buy electronics sight unseen. They still want to be able to touch and feel the products. In fact, more than 40 percent of consumers research consumer electronics online but still make the final purchase in store,” said Sharon Cuppett, vice president of marketing and product management of Wi-Ex. “We know that having a strong presence in the best retailers is an important part of our channel strategy and are looking forward to a successful relationship with Best Buy.”

Poor in-door cell phone signal continues to frustrate today’s consumer. 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 survey, fielded December 8–10, 2009 via Harris’ online omnibus survey, also found that 67 percent of cell owners experience problems with their cell phone signal at home including poor quality and 49 percent claim to have done something special to improve signal strength in order to make or receive a call in their home.

In addition and important to the many smart phone, iPhone and Blackberry users, the zBoost State of the Signal survey revealed that 67 percent of cell phone owners use data functions on their cell phones and, of those, nearly 60 percent (57 percent) experience problems with their cell phone service while using data.

### **About Wi-Ex**

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. 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.

For More Information Contact:  
Deanna Anderson, APR  
705 Communications  
404-759-1890  
[danderson705@comcast.net](mailto:danderson705@comcast.net)