



zBoost “State of the Cell Signal” Survey Reveals Nearly Seventy Percent of Cell Phone Owners Consider Their Cell Phone the Essential Communications Tool

zBoost Keeps You Connected

Las Vegas, NV January 6, 2010 - According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex, the leading provider of consumer cell phone signal boosters for the home, office and car, and conducted by Harris Interactive®, nearly 70 percent (66 percent) of cell phone owners consider their cell phone their essential communications tool. The survey, fielded December 8 – 10, 2009 via Harris' online omnibus 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 functions.

“Our survey demonstrates the ongoing challenge cell phone users face when it comes to a reliable indoor cell phone signal. According to our survey, 67% of owners experience problems including poor quality and 49% claim to have done something special to improve signal strength in order to make or receive a call in their home,” said Lloyd R. Meese, CEO of Wi-Ex. “zBoost keeps you connected by boosting voice and data and increasing data speeds at home, in the office or on the go.”

Showcased today at the International Consumer Electronics Show (CES) Digital Experience, 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 both within the U.S and abroad.

Other key survey findings include:

- While 74 percent of cell phone owners have access to the Internet and email on their cell phone only 28 percent access it on a weekly basis
- 67 percent of cell phone owners use data functions on their cell phone including:
 - 64 percent text/MMS messaging
 - 20 percent email
 - 20 percent browsing the Internet
 - 14 percent GPS mapping and directions
 - 13 percent instant messaging
 - 12 percent social networking including Facebook, Twitter, etc.

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 2,500 sq ft.

Home and Office

- zBoost for the HOME and Office Dual Band (both 800MHz and 1900MHz simultaneously) - Coverage up to 2,500 sq ft; Multiple phones and carriers simultaneously - \$399 (MSRP)
- zBoost-ONE PCS (1900MHz) – 2010 CES Innovations Honoree a single base unit with no external antennas - PCS phones; Coverage up to 1,200 sq ft - \$249 (MSRP)
- zBoost for the HOME and Office single band frequency PCS (1900 MHz) or Cellular (800 MHz) frequency - Coverage up to 2,500 sq ft; Multiple phones simultaneously - \$299 (MSRP)

Travel

- zBoost for the car - Dual Band works with both 800MHz and 1900MHz - \$179 (MSRP)
- zBoost zPersonal (zP) a personal booster – wireless - \$169 (MSRP)
- zBoost zPocket - Personal workspace booster works with both 800MHz and 1900MHz - \$119 (MSRP)



International

- zBoost-ONE UMTS (2100MHz) phones - a single base unit with no external antennas; Coverage up to 1,200 sq ft - \$299 (MSRP- FOB GA, USA)
- zBoost International (YX520i) Dual Band for Home and Office - Dual band (900MHz phones and 1800MHz phones simultaneously); increases coverage – up to 200 sq. m - \$499 (MSRP – FOB GA, USA)

Commercial

- zBoost for the Custom Installer: single or dual-band frequency available - coverage up to 10,000 sq ft

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. 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.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

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