



zBoost Keeps Teleworkers Connected - No More Dropped Calls or Slow Data

Atlanta – February 16, 2011 - With national Telework Week in full swing, many Americans are enjoying conference calls in their PJs – unless they are like the more than 45 percentage of teleworkers who have cell phone signal trouble while teleworking. Wi-Ex, a leading provider of consumer and commercial cell phone signal boosters for the home and office, keeps teleworkers connected to the office by providing an end to dropped calls and slow data.

The recent State of Green Business report found that about 8.5 million households in the U.S. have at least one worker who telecommutes at least three days a week. The rapid adoption of smartphones including iPhone and BlackBerry, tablets and other connected devices by the enterprise has caused a shift in the workforce. Employees now have the flexibility to take their office with them; however having a strong signal is key to actually working and using the mobile phone in today's digital workforce. The zBoost line allows users to take full advantage of data, voice and Internet services on their iPhones, BlackBerry, DROID, connected devices, smartphones and other mobile phones including 3G high-speed data and video, instant messaging, pictures and more - at home, in their personal workspace or in a corporate office, both in the U.S. and abroad.

"Teleworking provides me great flexibility, however a poor indoor cell phone signal made it a challenge to use my DROID," said Alison Carroll, teleworker in Wilmington, NC. "I found myself running to the window to catch incoming calls and very, very slow data speeds. With the zBoost, I can use my DROID anywhere in our house and make sure that I am as productive on teleworking days as when I am in the office."

Cell phones are essential communication tools for teleworkers and when they don't get signal, it makes work even more work. Currently, there are three options when it comes to improving indoor 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.

About Wi-Ex

Wi-Ex (www.wi-ex.com), a leading provider of consumer and commercial 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. The award-winning zBoost home and office solutions help today's connected consumers including iPhone, iPad, Android (DROID), Blackberry, and smartphone users with dropped calls and slow data. 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 danderson@aquapr.com.

For more information:
Deanna Anderson
AquaPR
danderson@aquapr.com
001-404-759-1890