



zBoost Available at Micro Center

Atlanta- November 4, 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 Micro Center. 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.

“The retail channel is still a very important part of the buying experience for consumers. In fact, recent industry reports found that more than 40 percent of consumers research electronics online but still purchase in store. We are looking forward to offering our products in Micro Center and providing consumers with another option to see our products firsthand,” said Sharon Cuppett, vice president of marketing and product management of Wi-Ex.

According to the annual zBoost "State of the Cell Signal" Survey, commissioned by Wi-Ex and conducted by Harris Interactive®, nearly 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.. The survey, fielded December 8–10, 2009 via Harris' online omnibus survey, also found 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), 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.

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