



New zBoost SOHO Xtreme Extends Cell Phone Signal Indoors for Home and Office

zBoost Xtreme Boosts Signal up to 5500 Square Feet

Las Vegas - January 9, 2012 - Wi-Ex, a leading provider of consumer and commercial cell phone signal boosters, announced today the launch of the zBoost SOHO Xtreme at Digital Experience at the 2012 Consumer Electronics Show (CES). Designed for consumers, the zBoost SOHO Xtreme cell phone signal booster, extends a Cell Zone™ for multiple users and all devices operating on 800 and 1900 MHz frequency bands (except those using Nextel/iDEN or 4G) up to 5500 square feet.

"Smartphones and cell phones have evolved into agendas, game consoles, music players and even televisions and with this comes an increased need for a reliable in-door cell phone signal," said Frankie Smith, Wi-Ex director of sales. "The new zBoost SOHO Xtreme provides consumers in larger homes and/or office spaces the ability to boost their signal and maximize the use of their cell phones, smartphones, tablets and other connected devices."

According to the zBoost State of the Signal Survey, commissioned by Wi-Ex and conducted online by Harris Interactive, 65 percent of online cell phone/smartphone owners experience problems with their cell phone or smartphone service including dropped calls or data, poor reception or dead zones in their home or poor signal reception or dead zones at work. The survey also found that 71 percent consider their cell phone/smartphone their essential voice and/or data connection tool.

The zBoost SOHO Xtreme package includes everything you need to boost your signal including the zBoost amplifier base unit, directional base unit antenna, power supply, coaxial cable (RG-6), industrial grade signal antenna and mounting hardware. The wide radio wave beam width directional antenna receives signals from multiple cell towers.

Additional benefits include:

- Increases indoor signal coverage-up to 5500 sq ft
- Decreases dropped or missed calls
- Increases signal strength for better voice and data transmission
- Extends phone battery life (uses less power when signal is stronger)
- Supports multiple users simultaneously
- No cradle or connections to your phone
- Easy to set up – comes complete with everything you need
- Compatible with all U.S. carriers and mobile devices using 800 & 1900 MHz (except Nextel/iDEN or 4G)

The zBoost SOHO Xtreme is immediately available and retails for \$549 (MSRP).

The zBoost line allows consumers to take full advantage of data, voice and Internet services on their iPhones(TM), iPads(TM), connected devices and smartphones

About Wi-Ex

Wi-Ex (www.wi-ex.com), a leading provider of cell phone signal boosters, developed zBoost, the first consumer-priced signal booster that “extended cell zones” for the small office/home office cell phone market. Wi-Ex has expanded their “extending cell zone coverage” beyond consumers to corporate enterprises and large commercial applications. From M2M applications to large commercial complexes to the rising number of teleworkers, the zBoost line provides a business-centric solution for improving poor in-door cell phone coverage domestically and internationally. 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) and a 2011 EXC!TE honoree. 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.