

The Wi-Ex Wire

zBoosting your Business...



First Quarter, 2008

zBoost in the News

[Charleston Live 5 News](#)

PC World

Financial Times

Washington Post

[More press...](#)

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Upcoming Tradeshows



National Association of College Stores

- [CAMEX 2008](#)
- March 2-4, 2008
- San Antonio, Texas



- [CTIA Wireless '08](#)

Authorized Dealer Special

LEAP YEAR SPECIAL:

Dealers receive **10% off all units**.
When placing orders enter promo code:

10P2501AU

exp: Feb 29



MARCH MADNESS:

Dealers also receive **15% off zBoost Car Unit**,
which will begin being shipped March 1.
When placing orders for the car unit enter promo
code:

15P2501CU

exp: March 31

Feature story - zBoost at CES



Wi-Ex successfully attended, along with 140,000 attendees, the 2008 Consumer Electronic's Show in Las Vegas. The International CES is the world's largest annual tradeshow for consumer technology and America's largest annual tradeshow of any kind. The International CES features products-and the companies that create them-from many different consumer technology markets.

Among multiple recognitions, Wi-Ex's



- [Platinum Pass to Exhibits](#)
 - Password: WIRE08
- April 1-3, 2008
- Las Vegas, Nevada

Upcoming Ads



February & March



February and March



February and March



YX230 Car Units Available:
March 2008

zPersonal and zBoost Car Unit were both [Newstips'](#) Cherry Picks award recipients. The units were also recognized as two of [PC World's](#) "Picks" from CES. And the zPersonal was placed on the "Top Ten List" on [Dave Graveline's 'Into Tomorrow'](#).

At CES, Wi-Ex was excited to announce the results of its zBoost Car Survey which revealed that 65 percent of consumers who use their cell phone in their car have missed and/or dropped calls due to poor signal in their cars. The survey finding demonstrates that consumers experience similar cell phone issues both at home and on the go. The zBoost Cell Phone Signal Survey conducted in 2007 found that 69 percent of cell phone owners who make cell phone calls at home have missed or dropped cell phone calls due to poor signal reception or dead zones in their home.

"The zBoost survey findings clearly demonstrate the challenges consumers face when it comes to finding and maintaining a strong cell phone signal," said Lloyd R. Meese, President and CEO of Wi-Ex. "We are committed to continuing to provide innovative solutions to meet consumers' cell phone signal challenges. The zBoost suite of products provides consumers with the first affordably priced signal booster solutions to improve their cell phone signal whether at home, in the office or on the go."

Continuing on the success and motivation of the CES showing, Wi-Ex will be attending the National Association of College Stores' tradeshow in March.

To read the entire results of the zBoost Car Survey 2008 (conducted by Harris Interactive) visit: [zBoost Car Survey 2008](#)

Visit Us on the Web



click on image

Dealer in the Spotlight - zBoost Your Business

Be Wi-Ex's "Dealer in the Spotlight"!

If you are interested in being considered, send Wi-Ex all the reasons you believe you should be in the spotlight. Try using case studies, success stories, testimonials or examples from clients. We would love to hear unique cases in which zBoost has really helped your clients or interesting ways you have marketed or sold one of the zBoost. Also, please send a picture of you with the Wi-Ex banner or your zBoost display. Be sure to include what kind of dealer you are and where you are located.

Wi-Ex will choose 1-3 dealers to spotlight for every issue. Winning dealers will not only be recognized in the audience of their peers, but their biography, winning entry, and a link to their homepage will be included in *The Wi-Ex Wire*.

Please submit all entries by March 18, 2008. Send to:

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Wi-Ex Dealer Sales

