



WI-EX WIRE

zBoosting Your Business

Second Quarter
2008

By: **Wi-Ex**
Extending Cell Zones



zBoost INTRODUCES NEW SAFETY DIVISION

***More than 80 Percent of
Cell Phone Owners Have
a Cell Phone For Use in
an Emergency***

As part of its ongoing development of innovative technology solutions to meet the needs of our increasingly wireless society, Wi-Ex, the leading provider of consumer cell phone signal boosters, announced the launch of its safety division focusing on both personal and public safety. The flexible technology platform has market applications for disaster areas, campuses, first response vehicles, broadcast vehicles, health care facilities, safety and emergency

CTIA WIRELESS 2008

Wi-Ex Wrap-Up

Wi-Ex was an exhibitor at this year's CTIA Wireless in Las Vegas.



CTIA Wireless was held at the Las Vegas Convention Center on April 1-3. Bringing together 1,200 exhibiting companies, dozens of industries, and over 40,000 professionals from 125 countries, CTIA Wireless is a global event. Keynote speakers included Sir Richard Branson, Fred Thompson, and John Edwards. CTIA Wireless is considered the most important global technology event of the year and consists of professionals all dedicated to revolutionizing the wireless industry.

At this year's CTIA Wireless, Wi-Ex announced the launch of their newest product, zPocket. The zPocket is the latest unit in the zBoost zP line. The zPocket is made for a single user and is great for offices, dorms, apartments, and travel. With a small footprint and cost of only \$119, zPocket is great for travel and the budget!



Wi-Ex would like to thank everyone who visited our booth at this year's CTIA Wireless!

Dealer Spotlight

vehicles, as well as public parking decks.

To finishing reading the Safety Division Press Release visit: [zBoost INTRODUCES NEW SAFETY DIVISION](#)



Disaster Relief Signal Booster

[Join Our List](#)

[Join Wi-Ex Wire](#)

Alan Stephenson, owner of [Signal Boosters NC](#), has worked with Wi-Ex since August 2005.

As one of Wi-Ex's original authorized dealers, Stephenson is also a professional zBoost installer.



He has been committed to the zBoost brand and Wi-Ex team which is why he is this issue's Dealer in the Spotlight.

"Alan has done a phenomenal job as a professional installer and authorized dealer of the zBoost product. He has a dynamic presentation and at his peak season sells an average of 8 units per week with install. He has a wonderful personality with a mind for business a drive for success and a determination for excellence."

-Desiree Bridges-Cherry, Wi-Ex Sales Support Manager

Q & A with Alan Stephenson

Why have you chosen to work with zBoost over the other signal boosters?

First of all, zBoost works, the MSRP is the best on the market...My niche market is medium to small businesses as well as homes, and the look and design of zBoost and the ability to upgrade the indoor antennas make it a very versatile product.

What creative ways do you sell and market zBoosts?

First of all, face to face marketing works well. I walk in businesses with fliers, customer testimonials and enjoy explaining the product to people that had no idea such a product existed. I wear T-shirts that promote and explain what I am doing everyday. I also have used signs on telephone poles, fliers on bulletin boards, stickers promoting Signal Boosters with my number on them. But the best advertising I have is my van, which is basically a billboard on wheels.

Who is the most interesting client you have had while selling zBoosts?

I installed 4 Dual-Band kits in former Presidential Candidate, John Edwards 28,000 sq ft home. We put systems in specific areas where he and his wife wanted to know the phones would ring. Doing work for a Presidential candidate was quite interesting.

How does it feel to be the zBoost Dealer in the Spotlight?

I appreciate the opportunity to share just a little about my business and how I have grown it. I believe in the product, understand the need, and the huge lack of awareness among consumers in general...I am fortunate that I get calls everyday from people that have poor indoor cellular reception and want a solution. Wi-Ex, and especially CEO, Lloyd Meese, with the help of John Davis and Desiree Cherry have played a very big role in my ability to sell and install so many zBoost!

If you are interested in being next issue's Spotlighted Dealer please send a brief paragraph explaining why you deserve the recognition to:

Kacey Patterson
Marketing and PR Coordinator
kpatterson@wi-ex.com

WI-EX DEALER SALES

