

MORE CONSUMERS WOULD DUMP LANDLINE IF IN-DOOR CELL SIGNALS IMPROVED

New Wi-Ex survey reveals "habit" as the number one reason why consumers are sticking to their landlines

ORLANDO, FL – March 27, 2007 – According to the zBoost Cell Phone Signal Survey commissioned by Wi-Ex (www.wi-ex.com), the leading provider of consumer cell phone signal boosters, and conducted by Harris Interactive® about one in four (27 percent) cell phone owners who have a landline would be at least somewhat likely to eliminate their landline if they had better reception at home. Announced today at CTIA Wireless 2007, the survey also found that 69 percent of cell phone owners who also have a landline say the reason they have a landline is because they have always had one.

"The industry has been watching and waiting for consumers to go completely mobile. Our recent survey reiterates that consumers are demanding better cell phone reception at home, in the office and on the go and that in-door reception is a factor in their decision to dump their landlines," said Lloyd R. Meese, President and CEO of Wi-Ex. "The zBoost suite of products provides consumers with the first affordably priced signal booster so that they can enjoy improved in-door cell phone service. Our latest product, zBoost zP at \$99, pays for itself in a couple of months, if a landline is dropped."

The zBoost Cell Phone Signal Survey revealed that more than half (57 percent) of cell phone owners would be at least somewhat likely to extend their service contract by one year in order to receive a cell phone signal enhancer or repeater at minimal or no charge. zBoost offers a suite of products that improve in-door cell phone signals through the creation of cell zones while maintaining the integrity of the carriers' network. They are easy to install, affordable and increase in-building coverage by up to 2500 sq ft. The zBoost product line is compatible with 800MHz and 1900MHz and range in price from \$99 - \$399 including:

- zBoost zP – Personal booster that works with both 800MHz and 1900MHz - \$99 and \$149 (Wireless Version)
- zBoost - Cellular frequency works with 800MHz - \$299
- zBoost - PCS frequency works with 1900MHz - \$299
- zBoost - Dual Band works with both 800MHz and 1900MHz - \$399
- zBoost for the car – Dual Band works with both 800MHz and 1900MHz - \$299
- zBoost for the Professional Installer - zBoost 600 series of products include single frequencies or a dual-band unit.

Other key findings of the survey include:

- Cell phone owners, on average, give the cell phone reception in their home a grade of B- *
- 69% of cell phone owners have experienced service problems such as dropped calls (46%), poor signal reception (39%) or dead zones (33%).
- 62 percent of cell phone owners who make cell phone calls at home have done something special to improve signal reception in an attempt to make or receive a cell phone call indoors including going outside (46 percent), standing by a window (42 percent) or using their landline instead (30 percent)

About the zBoost Cell Phone Signal Survey

This survey was conducted online within the United States by Harris Interactive on behalf of Wi-Ex between January 23 and January 25, 2007 among 2,413 adults 18 years of age or older. Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With a pure probability sample of 2,413 adults one could say with a ninety-five percent probability that the overall results have a sampling error of +/- 3 percentage points. The sampling error for the sub-samples of cell phone owners (n= 2,052) and cell phone owners who make cell phone calls at home (n= 1,755) would be higher and may vary. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

About Wi-Ex (www.wi-ex.com)

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. They manufacture and distribute the zBoost line of cell phone signal extenders for the home, office or car. The zBoost product line will Extend Cell Zones™ for users by improving signal strength for better voice and data transmission while maintaining the integrity of the carriers' networks using patent-pending technology. They are easy to install, affordable and available at many retail and etail outlets including RadioShack (www.radioshack.com), Smarthome (www.smarthome.com), Fry's www.frys.com, WPS Antennas (www.wpsantennas.com); Tiger Direct (www.tigerdirect.com) and Solid Signal (www.solidsignal.com). Wi-Ex uses distributors in the U.S. such as DBL Distributing (www.dbldistributing.com); Tessco (www.tessco.com); D&H (www.D&H.com); Aries (www.ariesmanufacturing.com); Petra (www.petra.com); and international distributors such as Yx Wireless (www.yx.cl) in South America. zBoost works with most carriers including Cingular, Sprint and T-Mobile. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals. The zBoost product line is compatible with 800MHz and 1900MHz phones and expects to add international frequencies in the year 2007. To learn more, visit (www.Wi-Ex.com).

About Harris Interactive®

Harris Interactive is the 12th largest and fastest-growing market research firm in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for *The Harris Poll*, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiary Novatris in France and through a global network of independent market research firms. The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

** Respondents (i.e., cell phone owners) were asked to grade the cell phone reception in their home from "A - Crystal clear" to "F - Dead Zone". Each grade from A through F was assigned a number -- A = 4, B = 3, C = 2, D = 1, and F = 0 -- and these numbers were used to calculate the mean (2.8), which we have interpreted as a grade of B-.*