



## Wireless Toyz Names Tampa Entrepreneur Franchisee of the Year

TAMPA, Fla., Oct. 18, 2007—Wireless Toyz, a multi-carrier wireless retailer, today announced its Franchisee of the Year is John Corcoran of Tampa, Fla. Owner and operator of the Hillsborough Ave store in Tampa, Fla., Wireless Toyz recognized Corcoran for his commitment to his customers, fellow Wireless Toyz franchisees and the Wireless Toyz brand. He was honored at an awards ceremony during Wireless Toyz' recent National Conference in Scottsdale, Ariz.

“Throughout John’s three years with Wireless Toyz, he has been a key player in the success of this company,” said Gregg Kuperstein, Wireless Toyz president and COO. “Not only has he continually provided great customer service and support to wireless shoppers in Tampa, he has also shared consumers’ feedback directly with corporate to assist us in making more informed business decisions as a company. The backbone of our organization lies in franchisees like John who show their commitment to customers and passion for the ever-evolving wireless industry.”

Corcoran joined Wireless Toyz in 2004 when he opened the company’s first Wireless Toyz franchise in Florida. Previously, he spent 19 years with *Ripley’s Believe it or Not* where he started as a ticket-taker and left as vice president of operations. Eventually, the desire to become his own boss in conjunction with the rapidly expanding and lucrative wireless industry prompted him to seek out franchise opportunities.

Corcoran believes that he was recognized this year as a result of his dedication to customer service and overall contribution and commitment to the Wireless Toyz brand.

“The key to running a successful business is not only through offering customers a wide selection, but by also being dedicated to providing customers with the very best customer service – whether that means in the selection of products offered or helping customers navigate the complex world of wireless,” said Corcoran.

In addition to operating his store in Tampa, Corcoran also serves on the National Marketing Advisory Council for Wireless Toyz as well as appearing regularly as a spokesperson for the company. He was also recognized in August by the International Franchising Association in Washington DC.

### About Wireless Toyz

Wireless Toyz offers one-stop shopping for mobile phone service, equipment and accessories from the top national wireless carriers as well as regional providers, plus satellite TV and radio offerings from industry-leading DirecTV, Dish Network and Sirius. As the leader in the wireless and satellite TV industries, Wireless Toyz is committed to offering customers the largest variety of cellular and satellite services available in one customer friendly location, staffed by knowledgeable and professional wireless experts. The company has 200 stores operating in 24 states as of September 2007. For more information, visit [www.wirelesstoyz.com](http://www.wirelesstoyz.com)

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Media Contact:

Name: Kristen Stippich

Phone: 248.304.1419

E-Mail: [stippich@airfoil.com](mailto:stippich@airfoil.com)

Airfoil Public Relations –

High Tech PR – [www.airfoilpr.com](http://www.airfoilpr.com)

Media Contact:

Valerie Rosnik

Phone: 248.426.8200 ~ Ext: 1157

E-Mail: [valerie.rosnik@wirelesstoyz.com](mailto:valerie.rosnik@wirelesstoyz.com)

Wireless Toyz – Communications Manager