



Consumers Wild about Wireless this Holiday

Wireless Toyz Introduces Gift Cards; Reveals Hot Wireless Accessories for Holiday

FARMINGTON HILLS, Mich., Nov. 21, 2007 – Three out of four consumers say they want wireless phones and other digital lifestyle products for this holiday season. A survey by Solutions Research Group discovered that 76 percent of consumers have added such products to their “must have” wish list. The thirst for wireless isn’t exclusive to adults, according to a survey by ShopLocal.com, 69 percent of children age 7 to 12 want a new mobile phone, as well.

“Because of the wide variety of phone styles, functions and plans available to consumers today, selecting the right combination has become a very personalized, lifestyle-driven decision,” said Gregg Kuperstein, president & COO of Wireless Toyz, a premier national wireless retailer. “Understanding this, we have launched a gift card to allow shoppers the opportunity to give the gift of wireless while still providing the recipient the freedom and flexibility they desire to choose their own customized wireless experience.”

Available to consumers in participating Wireless Toyz locations across the United States just in time for Black Friday, Wireless Toyz gift cards never expire and always retain their full value, with no fees unlike some gift cards offered by banks or shopping malls. The Wireless Toyz card, available in any denomination, can be applied toward any wireless merchandise purchased at the company’s stores including phones and accessories. Wireless Toyz offers service plans and phones from all major wireless carriers, as well as stylish and practical accessories.

For the individual who feels a gift card is too impersonal, cell phone accessories, including Bluetooth® headsets, memory cards, data cards and Air cards are expected to be in high demand. In Wireless Toyz stores, accessory sales leaped 20 percent in 2006 after doubling between 2005 and 2006. According to a Yankee Group study, cell phone accessories are generating more than \$1 billion a year in the United States, and overall their sales are growing annually by 10 to 15 percent.

“Based on the purchases we’ve been seeing in our stores, there are several smaller wireless products we expect to be big sellers this holiday season,” said Kuperstein. “One we’re expecting a tremendous amount of interest in is Bluetooth® headsets. This is due both to consumers’ desire to multi-task while on the phone as well as the increase in state and local regulations requiring hands-free use of phones while driving.”

Wireless Toyz’ Predicted Hot Holiday Bluetooth® Headsets:

- Jawbone Bluetooth®
- Plantronics Discovery 655
- Nokia BH-701
- MOTOROKR™ S9

About Wireless Toyz

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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 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

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