



Features and Functionality Trump Cost for Mobile Phone Consumers

Customers demand more options when shopping for wireless products and services

FARMINGTON HILLS, Mich., Sept. 27, 2007 – As an increasing number of Americans choose to “cut the cord” with their landline, mobile phone dependence is causing a shift in consumer behavior. Cost is becoming less of a driver when it comes to purchase consideration and instead consumers are demanding mobile phones with additional features and functions.

New research conducted by Consumer Insights on behalf of Wireless Toyz suggests a growing number of individuals are purchasing feature-rich mobile phones. According to the research, some of the most-used features on phones have nothing to do with talk time.

Consumers listed the following mobile phone features as used most often:

- Caller ID – 78 percent
- Camera – 58 percent
- Ring tones – 56 percent
- Text messaging – 55 percent

Flashy, do-it-all handsets like Apple’s iPhone have increased awareness and demand for extra features. In fact, since its release, Wireless Toyz’ sales of smart phones (for example: BlackBerry, Treo, Upstage, Q and Chocolate) have increased.

“Whether talking, texting or e-mailing, mobile phones are increasingly becoming the primary way to stay in touch with colleagues, family and friends,” said Gregg Kuperstein, Wireless Toyz president and COO. “While handset cost and calling plans are still major considerations in the purchasing process, as handset manufacturers increase brand awareness around specific devices we are increasingly seeing customers purchasing a cell phone based primarily on the notoriety and function of the phone.”

Increased demand around feature-rich devices and emerging content indicates a shift in consumers’ cell phone decision-making process is on the horizon.

In addition to convenient locations and store appearance, consumers rated the following attributes as most important in their overall shopping experience:

- Phone selection – 73 percent
- Latest wireless technology – 71 percent
- Price – 56 percent

“This is an interesting time to be in the wireless industry,” said Kuperstein. “As handsets begin to drive purchasing decisions, customers are demanding a greater selection of mobile phones and calling plan options. This suggests a shift from cost to features when selecting and purchasing a cell phone.

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 nearly 200 stores in 23 states as of September 2007. For more information, visit www.wirelesstoyz.com.

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