



News: Immediate Release

Wireless Toyz Elevates Two Executives to Newly Created Posts

Reorganization positions Wireless Toyz for rapid growth, expansion

FARMINGTON HILLS, Mich., July 17, 2007 – Wireless Toyz today announced the appointments of Gregg Kuperstein as president and chief operating officer and Richard Simtob as president of finance and development. Joe Barbat, Wireless Toyz' CEO and founder, assumes a new role as chairman of the company.

Serving in the new president and COO position, Kuperstein is responsible for the company's overall retail unit performance as well as its operations, marketing, business and franchise relations and training divisions.

In the newly created position of president of finance and development, Simtob is responsible for driving the company's continued franchise development as well as its technology, financial and business systems.

As chairman of Wireless Toyz, Barbat is responsible for managing the company's strategic vision.

“Since its founding, Wireless Toyz has been focused on aggressively advancing the company's goal of being the premier national wireless retailer,” said Joe Barbat, chairman of Wireless Toyz. “The talented and passionate team we have assembled will ensure our company achieves the bold vision we have of making Wireless Toyz the primary destination for mobile phones and other digital subscription products.”

Previously vice president of marketing, Kuperstein joined Wireless Toyz in 2005. Kuperstein established the organization's first franchise supported national marketing fund. Prior to Wireless Toyz Kuperstein spent 15 years at Mail Boxes Etc. As vice president of marketing and franchise development, Kuperstein was responsible for the marketing, branding and development plans for Mail Boxes Etc. retail units in the Canadian market.

Simtob served as Wireless Toyz' COO since June 2005. In this role, he managed the expansion of the company's franchise network through the opening of 66 new stores in 2006. Prior to joining Wireless Toyz he was founder and president of Talking Book World Corporation, America's largest chain of retail outlets specializing in renting audiobooks. He built the company from a concept in 1993 to a 45-store chain that by 1999 ranked No. 164 on the *Inc.* 500 list of fastest-growing privately held companies.

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 190 stores operating in 23 states as of March 2007. For more information, visit www.wirelesstoyz.com.

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