



## **Press Release**

**FOR IMMEDIATE RELEASE**

**January 31, 2006**

### **Wireless City an Exclusive Verizon Wireless Retailer Announces New Stores in Naples, Florida and Boston, Massachusetts**

*The Naples based leading wireless retailer announces major expansion into the Northeast and additional stores in southwest Florida bringing the total number of stores open to six with more national expansion planned for this year.*

**Naples, FL – January 31, 2006** – Wireless City based in Naples, Florida announced today that it has opened two new mobile electronic retail stores in North and East Naples, as well as a new store in downtown Boston Massachusetts. The North Naples location has over 1,800 square-feet of retail space and is located at 10265 Tamiami Trail N. just south of Immokalee Road. The East Naples location is a 2,800 square foot stand-alone former Seven Eleven convenience store located at 2100 Tamiami Trail E. at the intersection of Palm and Commercial Drive.

Wireless City, established in 2004 has rapidly expanded to a total of six stores with three in Naples one in Ft Myers Florida, and 2 in Massachusetts. The primary retail focus is sales of cellular products and services through an exclusive agreement with Verizon Wireless, which owns and operates the nation's most reliable wireless network, serving 47.4 million voice and data customers. "With the accelerating demand for digital consumer products and in particular wireless products," said Steve Watts, Founder and CEO, "our exclusive offering of Verizon Wireless products and services allows us to capitalize on this growth."

The new larger format stores carry the full-line of Verizon Wireless phones as well as offer the area's largest selection cell phone accessories including a complete array of Bluetooth products. "We are very excited to have Wireless City represent Verizon Wireless in Florida and in the northeast;" said C.J. Kraft, Director of Indirect Sales, "Steve and his team have demonstrated their strong commitment to servicing our customers in those areas".

With the introduction of new wireless features and technologies mobile phone sales in North America reached 35.5 million units in the second quarter of last year, up 9.4 percent from a year earlier, according to Gartner, Inc a Stamford, Conn.-based technology research firm.





### **About Wireless City**

Wireless City is a Naples, FL based mobile electronics retailer with locations in Florida and New England. Founded in 2004 by Steve Watts a former internet entrepreneur and Palm Computing executive, Wireless City currently operates six stores and will be opening several more over the several months. Wireless City is an exclusive retailer for Verizon Wireless and also sells products for Sirius and XM Satellite Radio, as well as Vonage Communications products.

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