



WirelessEmporium.com Announces Partnership with WebLoyalty

WirelessEmporium.com Joins Other Top Online Brands in Choosing WebLoyalty for Customer Marketing Services

Fullerton, CA – Wednesday, April 12, 2006 – WirelessEmporium.com, Inc., a leading Internet wireless and cellular phone accessory merchant, announces a new partnership with WebLoyalty, a leading provider of online marketing and subscription services.

With this partnership WirelessEmporium.com joins a multitude of top-ranked online retailers including PETCO, FTD.com, American Greetings and others who utilize the customized services of WebLoyalty. Benefits include the ability to offer value-added services to their customers including discounts up to 50 percent at top attractions as well as dining and movie ticket discounts.

The Webloyalty.com line of subscription-based programs includes: Reservation Rewards, Travel Values Plus, Buyer Assurance, Wallet Shield and its newest program, Shopper Discounts & Rewards. By subscribing to WebLoyalty's web-based programs, members automatically receive savings and travel discounts, cash rebates, extended warranties and fraud protection, among many other benefits.

'After reviewing the leading marketing services companies, there was no doubt in my mind that WebLoyalty was the right choice for us,' said Eugene Ku, Co-Founder/VP of Marketing and Business Development.

"WebLoyalty's marketing capabilities are a perfect fit with our dedication to superior service. WebLoyalty will allow us to add another dimension to our best-of-breed customer benefit package."

"With a dynamic product offering and customer-centric focus, WirelessEmporium.com is gaining brand dominance in the online wireless accessories vertical," said Richard Fernandes, CEO and founding partner of WebLoyalty. "We admire WirelessEmporium.com's vision and are proud to add their company to our roster of high-profile e-commerce clients."

About Wireless Emporium, Inc.

Wireless Emporium, Inc. is a recognized leader in the wireless accessory market supplying over 10,000 manufacturer-direct products to consumers, businesses, education and government institutions through their Web sites: www.WirelessEmporium.com, www.CellularOutfitter.com, www.CellphoneAccents.com, and www.PhoneSale.com. Their product line includes chargers, batteries, Bluetooth headsets, data connectivity products plus cell phone plans, ringtones, games, graphics and one of the largest selection of cell phone faceplates online at discount prices with free shipping on every order regardless of size. The California-based retailer services hundreds of thousands of customers in the U.S. and Canada and was named one of the "Fastest Growing Private Companies" by the Orange County Business Journal (October, 2007). One of the pioneering online retailers of cell phone accessories, they now set the standard as the leader in wireless accessories.

Contact: Media Relations

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