WirelessEmporium.com Announces Partnership with WebLoyalty

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

Orange, 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.

Established in 2001, Wireless Emporium, Inc. is a recognized leader in the cell phone accessories and unlocked cell phones market supplying over 30,000 manufacturer-direct products to consumers, businesses, education and government institutions through a portfolio of leading E-Commerce web sites. Their manufacturer-direct product line includes cell phone covers, chargers, batteries, cases and faceplates, screen protectors, bluetooth headsets, data connectivity products and unlocked cell phones at discount prices. The company backs every order with a 100% customer satisfaction guarantee, extended manufacturer warranties and free first class shipping, policies which have set them apart from other online retailers and helped earn over 1 million loyal customers in the US and Canada.

Contact: Media Relations

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