



## **WirelessEmporium.com Partners with Movaya Wireless to Add Games, Graphics and Ringtones to Product Line**

*Wireless Accessory Merchant Expands Product Line to Include Premium Content*

**Fullerton, CA** – Thursday, October 05, 2006 – WirelessEmporium.com, Inc., a leading Internet wireless and cellular phone accessory merchant, announces the addition of premium content including games, graphics and ringtones to its product line.

"Through Wireless Emporium's partnership with Movaya Wireless, we will now be offering both Top 40 and hard-to-find content, including user-generated material that is not readily found on carrier operated storefronts on our web site [www.WirelessEmporium.com](http://www.WirelessEmporium.com)," said Eugene Ku, Co-Founder and VP of Marketing and Business Development for Wireless Emporium. "Customers are already on our site to dress up their cell phone, so it is the perfect time to also provide them with rich content options as well," he said.

Last year cell phone subscribers in the U.S. spent over \$1.5 billion on premium cell phone content and it is estimated to grow to over \$4 billion in 2008, with much of this growth projected to come from sales outside of carrier operated stores," said Phil Yerkes, CEO of Movaya.

"The biggest factor driving growth in this market is the technology advancements of the phones and the rapid turnover of phones by consumers," said Yerkes. "The average time that a person keeps a phone is now only a little over a year, so people are constantly in the market sizing up their next phone and accessory purchases."

Wireless Emporium and Movaya will ensure that pricing is competitive for all products and will back up each sale with Wireless Emporium's famous satisfaction guarantee. Some products may be offered as a gift with purchase or artists may create special content that is offered free to customers.

"Wireless Emporium chose to partner with Movaya because of Movaya's full service capabilities including content aggregation and management, delivery and customer service," said Ku. "Movaya provides the best highly scalable solution for a leading e-retailer such as Wireless Emporium."

### **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](http://www.WirelessEmporium.com), [www.CellularOutfitter.com](http://www.CellularOutfitter.com), [www.CellphoneAccents.com](http://www.CellphoneAccents.com), and [www.PhoneSale.com](http://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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