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

Orange, 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,""""" 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 scaleable solution for a leading e-retailer such as Wireless Emporium."""""

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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