



**Wireless Emporium, Inc. Launches Hot New Site for Cell Phone Fashion Accessories
CellphoneAccents.com**

Cell phone eye candy? From bling kits and Pink Bluetooth headsets to faceplates and designer cell phone cases, the hottest cell phone gear online is on CellphoneAccents.com

Fullerton, CA – Thursday, October 12, 2006 – Wireless Emporium, Inc., a leading Internet wireless and cellular phone accessory merchant, announces the launch of its new sister site CellphoneAccents.com. This new site has all of the trendy eye candy for cell phones from crystal bling kits to a huge selection of faceplates and leather cases.

"We offer over 10,000 accessories for personalization from charms and bling kits to faceplates and cases," said Tony Lee, Co-Founder and VP of Sales and Merchandising for Wireless Emporium, Inc., the parent company of CellphoneAccents.com. "Anything that is as visible as your cell phone should reflect your personality and make a fashion statement. In fact, personalization is pervasive throughout the fashion industry today. It hasn't been this strong since the Seventies."

"The fact that we offer these cell phone accessories at a discount and only charge \$1.99 for flat rate first class shipping is in keeping with our Wireless Emporium philosophy," said Eugene Ku, Co-Founder and VP of Marketing and Business Development. "We're dedicated to having the 'Best Total Price Everyday' on both sites," said Ku.

"Pink is one of the hottest colors that we feature in accessories for women and that includes cell phones," said Lee. "That's why we stock the pink Bluetooth headsets. For females, especially teen and college age females, phones are a real fashion statement," said Lee. "The younger market wants cool charms and faceplates to give their cell phones a fun personality. For career types, both men and women, the search for accessories is usually all about finding the right leather case to fit their particular model of cell phone or Blackberry. They want protection for their phones and they want quality cases," said Lee.

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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