



Wireless Emporium, Inc. Launches Exclusive Affiliate Program for Store Retailers

Leading online retailer offers store owners a unique way to sell cell phone accessories and generate commissions as affiliate partners.

Fullerton, CA – Tuesday, July 01, 2008 – Wireless Emporium, the leading online retailer for cell phone accessories, initiates its launch of an exclusive affiliate program for store retailers. Thousands of independent retailers and activation stores across the nation do not have the capacity to offer a large breadth of accessories and unfortunately are unable to service walk in customers who may have outdated or less popular phones. Wireless Emporium intends to bridge that gap by allowing retail store owners access to over 15,000 accessories for virtually every make and model cell phone.

The new Wireless Emporium Affiliate Retailer Program will allow stores to leverage the vast factory-direct inventory of cell phone faceplates, chargers, bluetooth headsets, batteries and more, and offer private-label direct fulfillment to the customer on behalf of the retail store. Retail stores will then be issued monthly commissions based on their sales volume. Ruben Leon, Director of Affiliate Sales states, "It's a win-win situation for all parties - the customer gets the product they're looking for at a great price, and the store owner doesn't need to turn away a customer for lack of accessory inventory, and also makes money on the sale."

More information on the Wireless Emporium Affiliate Retailer Program can be found at:
http://www.wirelessemporium.com/retail_affiliate.asp.

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.

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