



## Wireless Emporium Launches Mobile Site

**Orange, CA** – Thursday, November 18, 2010 – Orange, CA – With the holiday shopping season quickly approaching Wireless Emporium has officially launched a mobile version of their popular website. Already the online leader in cell phone accessories, Wireless Emporium is joining a select group of pioneering online retailers offering a more mobile-friendly version to their site geared specifically towards smartphone users.

Just like the widespread availability of high speed internet connections revolutionized the retail industry around the turn of the century, Wireless Emporium feels that the next revolution is in the mobile sector. It is estimated that nearly 42% of American cell phone users currently use smartphones – a percentage that has steadily increased for four straight years. Citing that trend, Wireless Emporium is once again positioning itself ahead of the curve to take advantage of the next evolution in how people shop for goods and services.

“““““We have always strived to provide our customers with the most convenient shopping experience possible,”““““ said Eugene Ku, co-founder of Wireless Emporium. “““““Our mobile site is a scaled down version of our full online site, designed to be optimized specifically for mobile browsers. We fully expect consumers will be turning to their phones for their shopping needs in greater numbers as phones become more sophisticated. Our mobile site is just another way for us to better serve our customers while capitalizing on shifting technology.”““““

Wireless Emporium will be offering their full product line on their mobile site, which has been optimized to make touch screen navigation a simple and easy process. Like their full online site, the mobile version is completely secured and can be found at <http://m.wirelessemporium.com>.

About Wireless Emporium –

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.

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**Contact:** Media Relations