



**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

Orange, 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.

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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