

Press Contact:
Douglas Curtis
818.874.0483 Ext. 710
press@awsproducts.com

FOR IMMEDIATE RELEASE

BACKUP-PAL™ WINS THIRD PLACE FOR BEST MOBILE ACCESSORY AT CTIA'S WIRELESS EMERGING TECHNOLOGY AWARD PROGRAM

*Backup-Pal's Innovative Appeal Tops Hundreds of Entrants for Award in Mobile
Accessory Category*

(LOS ANGELES – April 11) – Advanced Wireless Solutions, LLC (AWS), a developer of innovative products in the wireless industry, has been honored as the third place recipient of the Wireless Emerging Technology Award (E-Tech) in the best Mobile Accessory Category at CTIA for Backup-Pal™.

Backup-Pal is the recipient of the following awards:

1. "100 Best Innovations of the Year" Popular Science Magazine
2. "Best Mobile Accessory Award"—CTIA
3. Top 10 Picks- CES Show
4. Forum Nokia Innovation Award
5. Top Holiday Gift—Good Morning America/Mens Health Magazine

Backup-Pal™ is the wireless industry's first portable, and universal cell phone accessory that backs up and transfers cellular phonebook contacts at the touch of a button. The patent pending device does not require computer use, software installation, data cable purchase or a monthly subscription fee. Backup-Pal™ connects to a cellular phone via removable adapters that are designed for most cellular phones on the market, making it the first portable cellular phonebook backup device that allows users to backup and transfer contact information regardless of cell phone manufacturer or model.

"When phone loss, theft, or damage occurs, consumers are generally most concerned about losing valuable contacts that may never be replaced," said Ravash Ram, Director of Business Development for Backup-Pal™. "This award validates the strong need for a PC and software independent solution to this problem. Not only does Backup-Pal™ eliminate this concern, it is the most secure and simple solution on the market."

The Wireless E-tech Awards program was designed to give industry recognition and exposure to the best wireless products and services in the areas of consumer, enterprise and network technology. Nearly 200 applications were submitted and judged on innovation, functionality, technological importance, implementation and overall "wow" factor. Judges for this program were various experts from the technology industry. Additional winners in the Mobile Accessory category included: 1st place – Jabra for Jabra JX10 and 2nd place – Kodak for KODAK Picture Kiosk G4.

Backup-Pal™ is powered by three AAA batteries and can hold over 4,000 contacts. It will retail for \$39.99 and \$49.99 depending on cell phone brand, and will be available online and in retail stores early in the Third Quarter. For product compatibility and additional information, please visit www.backup-pal.com.

"With the availability of Backup-Pal™, the risk of cellular data loss and the inconvenience of transferring data by hand into a new phone has been eliminated," said

Spartak Buniatyan, Director of Product Development for Backup-Pal™. “For the cellular phone users who do not currently back up their phonebooks, Backup-Pal™ is a quick and simple solution to this problem.”

Online Press Center

For online press kits, brochures, pictures and other press related materials, please visit: www.backuppal.com/press

Press and Media Contact

Douglas Curtis
press@awsproducts.com
818.874.0483 Ext. 710

Company Contact

Ravash Ram
Director of Business Development
Advanced Wireless Solutions, LLC
ravash.ram@backup-pal.com
818.874.0483 Ext. 718

###