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FOR IMMEDIATE RELEASE

Backup-Pal™ named "100 Best Innovations of the Year" and receives the coveted "Best of What's New Award" from Popular Science Magazine

Los Angeles, CA- November 19, Advanced Wireless Solutions, LLC (AWS), a developer of innovative and award winning products in the wireless industry, has been honored with a 2006 "Best of What's New Award" in the Gadgets category from *Popular Science*, the world's largest science and technology magazine. The award is the result of the magazine's annual search for the 100 most innovative technological developments.

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

Mark Jannot, editor-in-chief of Popular Science, said, "Best of What's New is the ultimate Popular Science accolade, representing a year's worth of work evaluating thousands of products. These awards honor innovations that not only influence the way we live today, but that also change the way we think about the future."

Backup-Pal™ (patent pending) is the wireless industry's first portable and battery operated cell phone accessory that backs-up and transfers phonebook contacts without the use of a PC, software, data cables or a monthly subscription fee. Backup-Pal™ backs-up and transfers cellular phonebook contacts between your old and new cell phone at the touch of a button. Backup-Pal™ connects to a cellular phone via various detachable tips that are designed for most popular cellular phones on the market. Backup-Pal™ allows users to backup and transfer contact information regardless of cell phone manufacturer, model number or wireless carrier.

"Many people permanently lose important phonebook contacts when cell phone loss, theft, damage or upgrade occurs," says Ravash Ram, Director of Business Development for Backup-Pal™. "It takes several frustrating hours to manually re-enter anywhere from dozens to hundreds of contacts into a new phone- Backup-Pal™ eliminates all of those concerns and is the most secure and simple solution for virtually every cell phone user."

Backup-Pal™ is powered by three AAA batteries and can hold over 1,000 contacts. It uses a nonvolatile flash type of memory which safely stores data, even when the batteries die and are replaced. Backup-Pal will retail for \$39.99 for select phone model packages containing 1 tip, and \$49.99 for phones containing multiple tips. Future versions of **Backup-Pal™** will have greater storage capacity in order to save data from multiple devices within a single unit, as well as accommodate different types of data (i.e.: pictures, multi-media files, ring tones, text-messages/e-mails, etc.) from smartphones, PDA's, and other handsets as cellular technology progresses. By simplifying complex processes and packaging a simple, attractive, one-click solution, **Backup-Pal™** addresses a critical consumer need in an immense, previously untapped global market. 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 Armen Buniatyan, Director of Operations 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

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