

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

FOR IMMEDIATE RELEASE

Award Winning Backup-Pal® to Become Top Holiday Gift

Backup-Pal® is the First Universal Device to Back Up and Restore Contacts of Virtually Any Cellular Phone at the Touch of a Button

As you know the Holidays are around the corner and everyone is scrambling around to find that perfect gift. Consumers will soon, if not already, begin the search for that one gift which will make the recipient remember them for their thoughtfulness and the practicality of their gift; on the other side of the spectrum, retailers, publishers and alike have already unleashed their product specialists to find such products to fill up their stores and gift sections of their holiday issues.

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

"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 often takes several frustrating hours to manually re-enter dozens or 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 a portable, battery-operated cell phone accessory that downloads and stores relevant contact information including names, phone numbers and e-mail addresses. In the event contacts need to be restored to a new cellular phone, simply attach the Backup-Pal® to the appropriate adapter and press the 'restore' button. Backup-Pal® is equipped with detachable adapters that allow users to transfer contact information from one cell phone manufacturer or brand to another without the need for a computer, data cables, software installation or a monthly fee. Although not a requirement, Backup-Pal® users will have the option to edit and backup contacts to a computer.

Backup-Pal® offers numerous connectivity options, including serial and USB interfaces. Backup-Pal® is powered by three AAA batteries and can permanently store over 2,000 contacts, even if the batteries are replaced or removed. Backup-Pal® will retail for \$39.99 and \$49.99 depending on cell phone brand, and will be available online and in retail stores. For product compatibility and additional information, please visit www.backup-pal.com.

"With the availability of Backup-Pal®, users no longer run the risk of cellular data loss and the inconvenience of transferring data by hand into a new phone", said Spartak Buniatyan, Director of Product Development for Backup-Pal®. "For the 99% of cellular phone users who do not currently back up their phonebooks, Backup-Pal® is a quick and simple solution."

About Advanced Wireless Solutions, LLC

Headquartered in Los Angeles, California, Advanced Wireless Solutions, LLC in 2003 recognized the need for a solution to the problem of data loss resulting from lost, stolen, and damaged cell phones, and

data transfer problems associated with cell phone upgrades and switching carriers. With that in mind, the research and development team went to work and created Backup-Pal®.

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

###