

## **Frost & Sullivan Selects Wilson Electronics for New Product Innovation of the Year Award**

*Wilson's Sleek cell phone signal booster was selected for its leading-edge technology, customer value, and market potential*

**St. George, Utah – June 9, 2010** – Wilson Electronics ([www.WilsonElectronics.com](http://www.WilsonElectronics.com)), manufacturer of North America's top-selling product line of [cell phone signal boosters](#), further solidified its industry-leading position with a New Product Innovation of the Year Award from Frost & Sullivan.

Analysts ranked the performance of Wilson's newest release, [the Sleek](#), highest among competing products in Frost & Sullivan's Best Practices 2010 report on cellular signal boosting solutions in North America.

Wilson's Chief Operating Officer, Joe Banos, accepted the award on Tuesday evening at Frost & Sullivan's 2010 Excellence in Best Practices Awards banquet in Anaheim, Calif.

The Frost & Sullivan report praised the Sleek for its technical innovations, value-added features/benefits, and, because of its attractive price point, high potential for penetrating the North American market.

"Wilson Electronics has addressed the need for strengthening indoor, outdoor and on the go connectivity by developing its newest and innovative signal boosting solution for mobile devices," according to the report. "The product ably overcomes the challenge of dead-zones by delivering a novel solution that insulates users against call-dropping."

The affordable and high performance [Sleek](#) is priced at half the cost of comparable signal boosters, without compromising on the FCC's maximum allowable power for cellular devices. Designed for use in a vehicle by a single user, or with an optional accessory package in the home or office, the Sleek is now available at a manufacturer's suggested retail price of \$129.95.

Frost & Sullivan's analysts evaluated competing cell phone signal boosters using various criteria including product innovation, leverage of leading-edge technology, features and benefits to customers, customer value, and market penetration potential.

"We're honored that Frost & Sullivan recognized Wilson Electronics and the Sleek as leaders in our industry," said Joe Banos, Wilson Electronics COO. "When designing the Sleek, we incorporated the same performance Wilson is known for into the smallest, lowest priced signal booster the company has ever produced. We wanted to provide an affordable signal boosting solution without compromising on features or power."

The Sleek is now available online and throughout the U.S. and Canada at select electronics retailers.

**About Wilson Electronics, Inc.**

Wilson Electronics, Inc., a leader in the wireless communications industry for more than 40 years, designs and manufactures a [wide variety of cell phone signal boosters](#), antennas and related components that significantly improve cellular communications. It has designed solutions for poor cellular reception in mobile, building and machine-to-machine (M2M) applications. All Wilson products are engineered, assembled and tested in the company's U.S.-based headquarters. Wilson amplifiers fully comply with FCC regulations for cellular devices and are FCC and Industry Canada type accepted. Wilson Electronics has developed and patented microprocessor-controlled signal booster (or amplifier) technology, which protects cell towers from interference. For more information, visit [www.wilsonelectronics.com](http://www.wilsonelectronics.com).

**About Frost & Sullivan**

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