

Sharon Cuppett Named the Corporate Atlanta Marketer of the Year

Atlanta, GA (PRWEB) March 28, 2008- Wi-Ex (<http://www.wi-ex.com>), the leading provider of consumer cell phone signal boosters, announced today that Sharon Cuppett, executive vice president of marketing, has been named the Corporate Atlanta Marketer of the Year (AMY). The awards honor leaders who drive and inspire their teams to excellence and achievement.

"Sharon's strategic marketing and leadership has played a vital role in the continuing success of Wi-Ex. Through a mix of traditional and online marketing initiatives, Sharon led the team in both creating the cell phone signal booster category and solidifying Wi-Ex as the category leader," said Lloyd R. Meese, President and CEO of Wi-Ex. "Her strategic insight into how new technologies are shaping the marketing landscape and ability to harness that power for Wi-Ex, puts her in a small group of marketers who can blend traditional marketing practices with the newest online practices to create powerful and successful marketing campaigns."

As executive vice president of marketing, Cuppett oversees all of the marketing communications and product management functions of Wi-Ex. 2007 was a tremendous year for Wi-Ex. Prior to 2007, there was no market awareness of cell phone signal booster. Through Cuppett's leadership on the marketing and PR strategy and execution, channel development and product development, Wi-Ex not only created the cell phone signal booster category but solidified its leadership of the category.

The (AMY) Awards is the annual awards program presented by the Atlanta chapter of the American Marketing Association. The Atlanta Corporate and Agency Marketer of the Year awards seek to honor individuals who have made a significant marketing impact in the past year. Completed nomination entries were submitted by the nominee's colleagues, peers and clients. The 2008 AMY Awards Gala took place on Thursday, March 27, 2008, at the Fox Theatre in Midtown Atlanta.

About Wi-Ex

Wi-Ex (<http://www.wi-ex.com>) is the leading provider of consumer cell phone signal boosters. Wi-Ex manufactures and distributes zBoost, a signal booster that improves signal strength for better voice and data transmission. The award winning zboost product line is the first consumer-priced signal booster and includes units for the home/office, car, personal space, travel, and budget. The zBoost product line works with all carriers (except Nextel). The patent-pending technology of zBoost protects the carriers' integrity of the carriers' networks They were selected as a 2007 Consumer Electronics Association Innovations Honoree by the Consumer Electronics Association (CEA). They also were selected as a finalist for the 2007 CTIA Emerging Technologies (E-Tech) Award in the Hardware - Mobile Accessory category. As the leader, zBoost has more awards, more sales and more locations than all their competitors combined. Wi-Ex continues to develop innovative products to meet the demands of an increasingly wireless society by enhancing wireless signals. The zBoost product line is expected to expand to add international frequencies and commercial applications in the year 2008.

About the Atlanta Chapter of the American Marketing Association

As part of an international organization, which consists of 45,000 professional marketers in more than 100 countries, AMA Atlanta is the country's fourth largest chapter with almost 1,000 members. The Atlanta chapter is designed to provide the city's diverse marketing professionals with a network of contacts and resources, continuing education and professional advancement opportunities. Programming is divided into monthly signature luncheons, special interest group meetings, networking mixers and the annual AMY awards, during which the Atlanta Marketer of the Year will be announced. And a new mentorship program will be launched this fall -- which will add to the value that is provided to members. Atlanta was named "Best in Class Chapter" for its size category and received Special Merit Awards for strong performance in the following areas: finance, member recruitment, collegiate activities. To learn more, visit <http://www.ama-atlanta.com>.