

Press and Media Contact

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**AWS Launches the Award-winning
Cellular Phonebook Backup & Transfer Kit For Dummies™**

Los Angeles, California — April 1, 2009 — Advanced Wireless Solutions, LLC (AWS), a developer of innovative products in the wireless industry and makers of the award-winning Backup-Pal™ device, announced today the global launch of its co-branded product, the *Cellular Phonebook Backup & Transfer Kit For Dummies*. The new *For Dummies* branded device released by AWS comes as a kit and includes all necessary phone connectors, allowing consumers to easily backup and transfer their valuable phone book contacts with just one click of a button!

Multi-award Winning Device — *Cellular Phonebook Backup & Transfer Kit For Dummies*

Cellular Phonebook Backup & Transfer Kit For Dummies is the wireless industry's first portable, universal cell phone accessory that backs up and transfers cellular phonebook contacts at the touch of a button. The patented device does not require computer use, software installation, data cable purchase, or a monthly subscription fee. The device connects to a cellular phone via phone connectors that are designed to be compatible with most cellular phones on the market, making this product the first portable cellular phonebook backup device that allows users to back up and transfer contact information regardless of cell phone manufacturer or model. Consumers can discover more information at www.backup-pal.com/dummies.

Cellular Phonebook Backup & Transfer Kit For Dummies 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/Men's Health* magazine

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 the patented award winning Backup-Pal™ technology.

ABOUT *FOR DUMMIES*®

With near universal name recognition, more than 200 million copies printed, and over 1,400 topics, *For Dummies* is the world's bestselling reference series. With loyal customers around the globe, *For Dummies* enriches people's lives by making knowledge accessible in a fun and easy way. Described by *The New York Times* as "more than a publishing phenomenon, but a sign of the times," *For Dummies* spans every section of the bookstore, covering everything from health to history, music to math, sports to self-help, technology to travel, and more. The *For Dummies* brand has expanded into new products and categories with an extensive licensed product line, including fitness and hobby DVDs, grilling kits, business software, cleaning products, automotive kits, craft kits, and apparel. For more information, visit www.dummies.com. *For Dummies* is a branded imprint of Wiley.

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