

For Immediate Release



American Wireless Launches Cell Phone Recycling Program

BLOOMFIELD HILLS, Michigan--October 5, 2004 - American Wireless and its independent network of dealers launched an innovative cell phone recycling program to benefit The Sam Harry Foundation to fund research and raise public awareness about pediatric brain tumors. According to wireless industry experts, by 2005, more than 130 million cell phones will be retired each year in the U.S.

In an effort to increase the number of used phones that get recycled, American Wireless and its dealers will accept and recycle used cell phones from the general public at no cost. The program also ensures compliance with California's newly passed legislation, AB2901, requiring all cell phone retailers to offer free recycling. The Wireless Source - in partnership with American Wireless, will provide a donation payment for each used cell phone collected to The Sam Harry Foundation.

About American Wireless

Founded in 1984, American Wireless, the first and largest master agent in the U.S., serves as a critical intermediary between wireless carriers and their corresponding agents with retail locations. Extensive product and service offerings include postpaid, prepaid, cellular, satellite TV & radio, fulfillment, distribution, warranty programs and hardware and accessories. With offices throughout North America, American Wireless is headquartered in Campbell, California, and provides an unrivaled, national distribution and sales footprint. For more information, visit the American Wireless web site at www.americanwireless.com.

About The Wireless Source

Since 1995, The Wireless Source has been developing, implementing and managing a portfolio of cell phone collection operations and services that provide solutions to the wireless industry by integrating the needs of business and the environment. TWS continues to receive global recognition as a leading provider in the collection of used cell phones. To learn more, click on www.thewirelessource.com.

About The Sam Harry Foundation

The mission of The Sam Harry Foundation is to contribute to the effort to find promising treatments and, eventually, a cure for pediatric brain tumors by increasing public awareness about the incidence and severity of pediatric brain tumors and funding medical research and other programs. To learn more, visit www.samharryfoundation.org.

American Wireless Media Relations/Analyst Contacts

Mitch McCoy
Sr. Director of Marketing, American Wireless
408.874.4822
mmccoy@americanwireless.com

Eileen Quinn
American Wireless
858.689.4705 or 858.774.1792
Eileen.quinn@sbcglobal.net

