

American Wireless Partners with Give and Talk to Enable Charitable Donations Through Cell Phone Purchases

Campbell, California--January 6, 2006 - American Wireless, a leading North American wireless master agent and distributor of wireless services, announced today that it has partnered with charitable organization Give & Talk (www.giveandtalk.com) to create www.shopgiveandtalk.com. The newly created cellular phone e-commerce website enables corporations and individuals to designate their favorite charity during the purchase process and Give and Talk will donate money to the charity of choice.

In 2007, an estimated 11 million new wireless phones will be activated. In addition to the new subscribers, millions of existing mobile phone users will purchase a new phone, upgrade their service plan or switch carriers in 2007. Coupled with those statistics, approximately 70 to 80 percent of all Americans give to at least one charitable organization annually. Give and Talk is making it possible for individuals and corporations in the U.S. to direct a donation of up to \$50 per activation to the charity of their choice. For example, if a corporation was already conducting an annual United Way campaign, and if that corporation had 500 employees and family members who would otherwise purchase a cell phone or upgrade their existing cell phone plan, by having those 500 individuals purchase their cell phones or plan upgrades through Give and Talk, a charitable donation of approximately \$25,000 would be made by Give and Talk to the United Way in the name of that corporation or individual donor.

The shopgiveandtalk.com site created and managed by American Wireless features the latest Sprint Nextel phones, devices and mobile broadband cards. The site also offers a large selection of service plans, options such as text messaging or data features, and the latest Sprint accessories.

"We formed Give & Talk with a focus on helping charitable organizations and educational institutions increase, in a painless and efficient way, the level of donations to their organizations by members, donors, employees, and alumni" said John Gifford, President, Give & Talk. "We looked for a company that could help us fulfill the vision we had for the Give & Talk site and American Wireless made our vision a reality."

"We love the Give and Talk concept and were eager to bring the website to fruition," said Mitch McCoy, Vice President E-Commerce and Direct Channels. "We think customers will benefit from the large selection of devices and the competitive prices offered with the added benefit of giving to their favorite charity."

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 and radio, Voice over Internet Protocol (VoIP), fulfillment, distribution, 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.

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