

## **New Cell Phone Trade-in Application Debuts**

**Bloomfield Hills, MI**, January 7, 2008 - The Wireless Source introduced its web-enabled Effortless Recycling Trade-in Module today at CES2008. The trade-in module is available for both e-commerce and retail applications and is designed primarily for wireless service providers and retailers that activate new cell phones and wireless services.

As consumers upgrade their phones more rapidly, many have little or no use for their used phones. It is estimated that 130 million cellular phones are being retired each year. The program is designed to give users financial value for their used phone that can be applied to the purchase of a new phone or accessory.

According to Bob Sullivan, President of The Wireless Source, "It is logical process that existing cell phone users should be offered value for their used phone, when they buy a new phone. It becomes a great incentive for them to upgrade sooner and at the same time reduces the cost of new equipment without the wireless service provider having to increase their subsidies or discounts. Our existing customers are finding that the Trade-in solution is not only increasing their overall sales volume, but is increasing the transactional value of each sale. Consumers have given the trade-in process very high marks for usability and its strong promotional value".

As the Trade-in module is web enabled, it can easily be integrated into the "buy-flow", allowing consumers to shop for a new phone or service, calculate the value of their used phone and take instant discounts or receive a mail-in rebate as part of the shopping cart experience. For e-commerce applications, the consumer is provided with a prepaid shipping label to mail in their used phone. The Trade-in module can be private labeled or offered as an off-the-shelf solution.

The receipt and redemption is entirely managed by The Wireless Source. There is no need to accept used phones in the store or to worry about the tracking, administration, redemption or recycling process. Once the used phone is received, it is tracked by its serial numbers and the trade-in voucher number, triaged and the redemption checks are processed directly to the consumer. Consumers can track the entire transaction on the web. Further, any personal data that resides on the used phone is removed once it is received at the Trade-in Center. Unusable phones are recycled in an environmentally sound manner.

### About The Wireless Source

The Wireless Source is a global leader in the collection, processing and reuse of wireless technologies. The company supports recycling and asset recovery services to wireless service provider, retailers, charities and consumers in secure and environmentally sound manner. The Wireless Source is an ISO14001 registered company.

### For Media Inquiries

Bob Sullivan

Phone: 248-335-0440 xt 200

Toll Free: 800-527-4700

At CES: 248-613-2570, Booth 21850-D South Hall: Sustainable Technologies Techzone

[bsullivan@twsmail.com](mailto:bsullivan@twsmail.com)

[www.thewirelessource.com](http://www.thewirelessource.com)