

**The Wireless Source is selected as Exclusive Mobile Phone Recycler to  
Young America and [www.Myboneyard.com](http://www.Myboneyard.com)**

**Bloomfield Hills, MI., January 6, 2008** – Young America has selected The Wireless Source as its exclusive recycling partner for mobile phones and MP3 players on its soon to be released new consumer electronic recycling web site: [www.Myboneyard.com](http://www.Myboneyard.com). Myboneyard.com is a one of a kind recycling web site that provides an environmentally friendly solution for electronics consumers and retailers alike, and rewards the recyclers for their efforts. The site is scheduled to be launched later this month.

According to Jan Wikman, VP of Business Development at Young America “ Myboneyard is an environmentally-friendly program that helps our partners- such as Big Box electronic retailers – become more environmentally engaged, it also gives consumers an opportunity to get rewarded for their enviro-friendly efforts”.

Wikman further added, “Young America and Myboneyard is offering a world-class recycling program and The Wireless Source was the most qualified to support that goal. The Wireless Source offered the most comprehensive solution including environmental compliance, data removal and security, economic viability and highly efficient logistics support.”

For more information on The Wireless Source or Myboneyard, visit booth # 21850-D in the Sustainable Technologies TechZone area of the 2008 Consumer Electronics Show, or visit Young America at booth #21850-C

**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 providers, retailers, charities and consumers in secure and environmentally sound manner. The Wireless Source is an ISO14001 registered company.

**About Young America:** Founded in 1972, Young America began as a three-client promotion fulfillment company and has grown to nine locations in five different countries offering services in rebates, sweepstakes, targeted sampling, merchandising and loyalty programs among others. For more information on Young America or Myboneyard.com, visit

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## Mobile Phone Recycling

1. The estimated 500 million retired handsets in the USA weigh the same as a US Navy Aircraft carrier
2. Mobile phones returned to The Wireless Source are prepped for reuse. Reusable units have any personal data removed and are tested and/or remanufactured for redistribution. Those phones that cannot be reused are sent to an end-of-life mobile phone smelter, where the device is broken down into various components for full recycling.
3. Mobile phones contain numerous substances, which need to be disposed of in a safe and efficient manner.
  - a. The cadmium in a single battery from an old phone could seriously contaminate 600,000 liters of water, enough to fill a third of an Olympic size swimming pool. Cadmium is being phased out of new batteries, but many other poisonous materials remain.
  - b. Lead- which affects the immune, endocrine and central nervous system is used to solder components to the printed wiring boards
4. It is estimated that there are over 500 million used and out-of-service mobile phones stockpiled in the US with an estimated 130 million being retired each year.