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**The Wireless Source is Named a  
Michigan 50 Companies to Watch Awardee**

Bloomfield Hills, MI, May 6, 2010 – The Wireless Source, a global leader in electronic recycling and trade-in program management, was recently named as one of the MICHIGAN 50 COMPANIES TO WATCH for 2010. This award is presented to second-stage companies who have delivered proven products and services to the marketplace. The chosen companies show their entrepreneurial spirit in changing with these challenging times.

The Wireless Source is leading the way in consumer electronic recycling and trade-in program management. The company offers innovative private label solutions for in-store and on-line trade-in and recycling programs for retailers, OEMs, businesses and charities. The company recycles cell phones, laptops, net books, GPS, e-readers, digital cameras, MP3 players and many other categories of consumer electronics.

Bob Sullivan, President and CEO stated “the demand for new electronic devices continues to grow at unprecedented rates. Leveraging the value of the used devices to offset the cost of a new device is a practical way to help consumers afford these new devices, while providing exceptional promotional value for the OEMs and retailers. Also since we manage the entire process we are able to ensure environmental responsibility as well as guarantee the removal of any personal data from the items collected”. The Wireless Source is a carbon-neutral and ISO 14001 Registered.

Sullivan further stated, “consumers are delighted when they learn that there is value for their used devices and they can get cash back or instant discounts against their new electronic purchases. The trade-in process is a natural way to recycle and get rewarded for it!”

The Wireless Source is based in Bloomfield Hills, MI with offices in New York, Oregon, Minnesota and Toronto. They provide services to more than 7,500 retail locations, 300 corporations and many charities and individuals.

**About The Wireless Source**

Since 1995, The Wireless Source has been developing and implementing a portfolio of consumer electronics collection programs and services that provide solutions to retailers, OEMs, businesses and charities by integrating the needs of business and the environment. The Wireless Source is an ISO14001 registered company.