

Austin's Apex Wireless reaches over \$1,000,000 in sales for 2004, opens a new retail *Business Solutions Center* in downtown Austin, and positions itself for fast national growth.

For Immediate Release:

Apex Wireless, an Austin-based exclusive *Sprint Business Solutions Partner*, will open its first retail *Business Solutions Center* at 701 Brazos, Suite 110 (on the main floor of the Austin Centre) on October 1, 2004. *Apex Wireless at Austin Centre* will provide *Sprint* wireless phones, data services and wire line services for the general public and businesses. The business center will open with 9 employees and will include an outside sales team.

Apex Wireless has been the “golden boy” of third-party *Sprint* partners. Unlike others, Apex sells one carrier only and brings wireless services directly to the customer. Every year since 2000, *Apex Wireless* has been a *Sprint Platinum Winner*. In 2001 *Apex Wireless* was honored as a “Sprint Visionary”, in 2002 *Apex Wireless* received a *South Texas Summit Award* (as the top dealer for Austin, San Antonio, the Valley, and Houston), and in June 2004 *Apex Wireless* was ranked third in the nation among more than a thousand *Sprint Business Solutions Partners*.

Apex Wireless C.E.O. Bill Brunton smiles humbly when he tells new employees that his business success did not come easily. In 1991, after serving in the Gulf War, Brunton returned to Fort Hood with a dream of becoming self-employed. Although he had no formal business training, a friend suggested that he try his hand at selling insurance, which turned out to be a financial disaster. After his service was up, Brunton moved to Austin to find work. But after six months of barely surviving on income from a tele-marketing job pushing credit cards, his dream of self-employment seemed as far away as ever. While working at a temporary employment agency, however, he stumbled onto the path that ultimately led to the creation of *Apex Wireless*. He quickly saw that the demand for the pagers he was trying to sell was in decline, as more and more of his customers went to wireless services. His dream of self-employment was resurrected with what Brunton refers to as “a simple idea: one carrier with one purpose—to take the phones to the customer.”

Brunton approached several major wireless phone carriers asking them to allow him to sell to the growing market demand, but they nearly laughed him out of their offices, pointing out that he had no capital, no storefront, and no sales team.

Then, in October 1999 Brunton took the idea to *Sprint*, which embraced his vision. *Sprint* was just launching its Small Business Dealer Network to partner with third-party dealers. At last Brunton had found the relationship he was looking for that would link him to both the consumer and business markets. In little time the new relationship proved to be a great one as new customer activations increased by a rate of 1,000% in the first year.

Apex Wireless is now well positioned for brisk national growth, currently doing business in Austin, Dallas, Houston, and Tulsa, Oklahoma, and also in Ohio. The company plans to expand to Arkansas, Kansas, Louisiana, and Missouri over the next two years.

For more information regarding Apex Wireless, please contact C.E.O. Bill Brunton directly for comment at 512.796.6209 or e-mail: wbrunton@apexwireless.biz