

## PRESS RELEASE

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Telecom, Wireless, Retail, Electronics, DotCom/Internet, TX News

Cellular Dealer Market Launches Powerful New Web Site Bringing Together  
Wholesale Buyers and Sellers Worldwide of Cellular Phones, Parts and  
Accessories

DALLAS, TX - April 28, 2004 /Send2Press Newswire/ -- Cellular phone distributors, refurbishment centers, parts suppliers, accessory warehouses now have a new one-stop web clearing house to advertise their mobile phone offerings. Cellulardealermarket.com, a B2B site offers suppliers and buyers a low cost medium for listing products for sale or offers to buy. Users subscribe to the site and, in so doing, have an additional location to place product offerings and/or banner advertising. Buyers benefit from a one-stop shop for browsing products from an abundance of different suppliers. New, used and refurbished phones, component parts, SIM cards and accessories are all available from suppliers worldwide in a format that is free to buyers and easy to navigate. Links are provided so buyers are able, from this one site, to directly contact the wholesalers for ordering or further information.

"We've been watching the marketplace and have structured our new site to provide an affordable alternative to wholesalers and their buyers," says Carolyn Sargent, of Cellular Dealer Market. Ms. Sargent, who has been in the consumer electronics distribution and rep business for 25 years, states "There are few alternative internet-based ways for the wide assortment of wholesalers to broaden their footprint. We found only one website providing a viable program out there, and we went to school on them," she adds with a grin. "What we have just unveiled is a big improvement. Our current distributors are providing very positive feedback after just a month of web presence."

Currently on the website at <http://www.cellulardealermarket.com> are wholesalers with offerings running the gamut from new phones and accessories, to SIM cards, used carrier returns, faceplates, batteries, remanufactured phones with no logo in plain boxes and much more. The site has also proven valuable for volume buyers to advertise their needs for product. And this after only 30 days online.

Where do these phones come from? Where do they go? Industry experts project that in 2004 there will be in excess of 500 million handsets sold worldwide, many will be refurbished products and do not involve a new activation. End-users in more sophisticated markets are trading their phones in for the latest models at an astonishing rate, a reality that is unique to the mobile phone industry. New features, new cosmetics, a change of service provider or just worn out phones are driving a huge market for used and refurbished products worldwide.

"We've not found anybody that really knows the size of this market, and we don't get involved in the actual sale so it's difficult to say where most of the product ends up," Sargent says. In many third world countries the customers don't require the latest camera phone with musical ringtones, they just need a phone that works. The growth in refurbishment centers is creating a huge market for faceplates, batteries, SIM cards and component parts. These too are traded via the new Cellular Dealer Market website. "We are excited about the initial traffic on the site," says Sargent. "Our fee structure is so low that with one sale the wholesaler recoups their advertising expense several times over. Our premium member program, the most popular, provides the wholesaler up to 18 product listings per day."

When a distributor places a new listing for product, that listing remains on the site for a full month and can be edited at will to update quantity, availability and features. The format is simple to navigate by scrolling down the listings or searching to find what the buyer is searching for, and then a click on the link provides more information about the product offering and direct links to contact the seller.

For those distributors looking for growth opportunity beyond their normal selling channels Cellular Dealer Market represents a unique window to reach out to buyers, large and small, wherever there is access to the Internet. This is, no doubt, a shopping site that will be found on an ever-increasing number of buyers' favorites list: <http://www.cellulardealermarket.com>.

More information:

<http://cellulardealermarket.com/Info>

<http://cellulardealermarket.com/Info/PrincipalInfo.htm>

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