

GOWIRELESS CEO FEATURED IN THE 2007 TOP 40 UNDER 40 RISING STARS IN CHAIN STORE AGE MAGAZINE

LAS VEGAS, January, 2007 – Kevin Elder, President and Chief Executive Officer of GoWireless, Inc. has been selected by Chain Store Age Magazine as one its “40 Under 40 Rising Stars” of 2007. The list is scheduled for publication in the January 2007 issue and will recognize the top young executives that are taking a major role in reshaping the retail industry. The special report will be titled "40 Under 40" - individuals under the age of 40 who are "transforming retailing in the 21st century."

The selection process for Chain Store Age's Rising Stars begins with open nominations from professionals in the retail industry and related fields. From those nominees, the magazine's editors select the winners.

"The 2007 Rising Stars compilation is a rich source of talent," according to the article. "We salute this year's stars, all of whom have demonstrated the innovative spirit, resourcefulness and integrity that are the essence of leadership."

Previous 40 Under 40 Chain Store Age award recipients have included such notable retail figures as Kevin Turner, president and CEO of Sam's Club, Helena Foulkes, senior vice president of Advertising and Marketing for CVS, and Richard Golden, vice president of Real Estate for GAP. Chain Store Age began the list in 2003 and has since highlighted the achievements and leadership capabilities of the top retail executives in its annual January issue.

ABOUT GOWIRELESS

GoWireless, established in 1995, is an Exclusive Verizon Wireless Premium Retailer headquartered in Las Vegas, Nevada. GoWireless is one of the leading retailers of wireless communication tools across the United States. GoWireless offers a consumer friendly atmosphere, professional salesmanship and industry leading customer service. Our "Customer 1st " approach has made GoWireless the one-stop shop for "Communication Tools for People on the Go". For more information about GoWireless, please visit www.gowireless.net or call toll-free 1.866.487.1222.

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CHAIN STORE AGE®

THE NEWSMAGAZINE FOR RETAIL EXECUTIVES

JANUARY 2007

www.chainstoreage.com

A LEBHAR-FRIEDMAN® PUBLICATION



Rising Stars For 2007

New leadership is the lifeblood of any industry, and retail is no exception. That's one of the reasons *Chain Store Age* enjoys devoting space to its annual "Rising Stars: 40 Under 40" feature. Each of the individuals profiled is making a mark in the retail industry. Together, they represent a new generation of leadership that is transforming retailing in the 21st century.

As in past years, the selection process for Rising Stars began with open nominations from professionals in the retail industry and related fields. From those nominees, our editors culled the list to its current form.

Our 2007 Stars, who range in age from 24 to 40, include two husband-and-wife teams, two Internet whiz kids and a part-time martial-arts instructor. Their individual stores run the gamut. Some have multiple college degrees; others have none. Some started their own companies from the ground up; others have flourished in family businesses or well-established chains. The one common thread that connects them all is a passion for what they do.

Our Rising Stars are as diverse as the industry they represent. Among this year's list are:

★ Richard Ybarra, the 37-year-old VP director of stores for Charlotte Russe and featured on this issue's cover, who enjoys being on the front lines for the 360-plus store chain:

★ Veronica Smith Katz, 38, VP of strategic partnerships for David's Bridal, who derives her greatest professional satisfaction in mentoring; and

★ Jason Gautreaux, 36, Sport Chalet's VP, merchandise planning and inventory management, who started out as a scuba instructor at 18 and worked his way up through the ranks.

The 2007 Rising Stars compilation is a rich resource of talent. We salute this year's stars, all of whom have demonstrated the innovative spirit, resourcefulness and integrity that are the essence of leadership.

Kevin Richard Elder, 37

**CEO and president,
GoWireless, Las Vegas**

Major accomplishment: Heading the first cellular-service company in a unique wireless-boutique format on a multi-state scale



Kevin Elder, 37, might have settled into a long-term career as a professional athlete, but he heeded the call of retail instead.

Elder played football at California State University at Long Beach and later turned to golf, where he participated in long-drive exhibitions and sold wireless-phone solutions on the side.

Eventually, the side business became so good he decided to devote himself to it full time. His sports background, however, is integral to his operating philosophy.

"I run our company with the concept that everything is team," Elder said of GoWireless, the chain he helped launch in 1995 and later bought from Robey & Associates, the communications-services company he worked for while playing professional golf.

"Your salespeople are your front-line people, and if they're not delivering a smile and front-line customer service when you come in, the customer may not come back."

GoWireless operated seven stores in California when Elder bought the chain. Under his direction, it has grown to more than 160 locations in nine states.

The company is projected to exceed \$100 million in revenue this year, up from about \$60 million in 2006. Elder expects to add about 75 new stores in 2007, expanding GoWireless to 15 states.

"Our long-term goal is to become the elite premier wireless communications company for the consumer," Elder said. ★