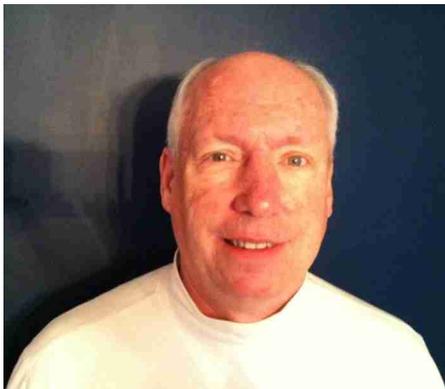


With People becoming more and more Dependent on Wireless Communications, Cellular Specialties, Inc. is well positioned for Continued Growth as the only In-building Wireless Service Organization Approved by All Major Wireless Service Providers in the US with Wireless Specialization Certification

Technology
 Wireless



Bruce Wilson
 CEO

BIO:

Mr. Wilson has over twenty years of financial and executive management experience. He is the former CEO of Brite-Line Industries and LifeCare Technologies, Inc. and he has held a variety of executive positions with DuPont and Fuji Film, Crosfield Electronics Plc, Clearpoint Research Corporation, and Pricewaterhouse Coo-

pers. He holds a bachelor's degree in economics from Boston College and a master's degree in accounting from Northeastern University.

About Cellular Specialties, Inc:

Cellular Specialties, Inc. (CSI) is a world-class organization delivering products and solutions that enable indoor wireless connectivity. Our two distinct yet synergistic divisions, allow CSI to provide every client with a full scope of products, solutions, and/or applications – for everything indoor wireless.

CSI delivers products and services enabling anytime, anywhere wireless connectivity for 3G/4G cellular, Wi-Fi, and public safety coverage. CSI's Product Division specializes in the development of high-quality in-building amplifiers, digital repeaters, system components, and E-911 co-pilot beacons for DAS networks. To ensure that optimal services are provided, CSI formed the Custom Solutions Group (CSG), which has implemented over 9,000 turnkey solutions throughout the country. CSG also holds the distinction of being the only in-building wireless service organization approved by all major wireless service providers in the United States with Wireless Specialization Certification. For more information, please visit www.cellularspecialties.com.

**Interview conducted by:
 Lynn Fosse, Senior Editor
 CEOCFO Magazine**

CEOCFO: Mr. Wilson, what is the overall focus and vision at Cellular Specialties?

Mr. Wilson: We have two businesses at Cellular Specialties. They relate and collide at different times. One develops products, including both active and passive components, for the in-building, wireless telecommunications industry. The second entity is a services business that provides turn-key installations for our customers. We specialize in RF design, testing and commission. We use subcontractors and technical partners around the country to execute many of our designs. Our vision from the get-go was to build a long-term financially successful company in the field of wireless communications that was recognized for the quality of the people, products and services that we provide our customers and we have been fortunate enough to be have 15 years of experience under our belt. The market has been very good to us and we hope we have been very good to the market in return.

CEOCFO: How do the two areas segment and would you like to see the mix changing?

Mr. Wilson: I would like to see them grow and ultimately grow to be equal. Right now, two-thirds of the company's revenue comes from the services side and one-third from the products side. From a profits perspective they tend to be about equal.

CEOCFO: How would you like to see the change and how do you accomplish it?

Mr. Wilson: I would like to see the services business continue to grow and the product business catch up so that we can be somewhat equal in revenue. When you are building products, adding volume will have a cost benefit. Dealing with far more, you do not have to add as many resources to scale up a product business. In the services business you have to add significant resources as you grow and they become linear in many respects. We think we have a digital platform that has that opportunity and we have that kind of expectation in the coming years.

CEOCFO: Who is using your products and who would they benefit?

Mr. Wilson: Our customers are primarily major carriers. We also sell through distribution channels that enable smaller businesses to solve their signal amplification needs. Lastly, we sell to companies that compete with our services business.

CEOCFO: What is the competitive landscape and why should people want a CSI product?

Mr. Wilson: While our competitors are mostly larger companies, there are some smaller ones in the mix. Our value proposition is one of outstanding service and support. We feel we are very competitively priced and do an outstanding job from a services and support perspective. Our goal always has been to satisfy the customer.

CEOCFO: Many companies will say they have exceptional customer service; would you give us an example of what is over and above that you have been able to do for customers?

Mr. Wilson: If someone needs a unit tomorrow and they cannot return or swap out the one they have in a timely fashion, we will do what it takes to get them one tomorrow. We can deal with the follow-up after the fact. Sometimes, a customer may buy one of our products and it will be installed by someone who is perhaps not as knowledgeable as they should be. Because our name is on the unit, the end user ends up calling us if something is amiss. Although we did not do the install, we will walk them through

a solution. As a rule, we do not hung up on the details that maybe larger companies may obsess over and do things they would not because our view is that if we can solve the problem now, we will not have any issues moving forward.

CEOCFO: On your services side, would you tell us what you have figured out that maybe others have not?

Mr. Wilson: 10 or 15 years ago, cell phones were used almost exclusively outside of structures. Today, more than 80% of all cellular calls are made indoors. That is good news for us. The fact that some structures block the effectiveness and clarity of cellular signals is also good news for us. That is the fundamental problem that we can solve, and there is still a tremendous amount of growth opportunity to it. People are becoming more and more dependent on wireless communications. At the same time, the technology is constantly evolving, as we have seen with the proliferation of 4G and LTE. For more than a decade, we have evolved with it. That is all this company has ever done and that is where our expertise is. We get the benefit of both the product model and service model. The services side of our business has the luxury of access to some of the best engineering minds on the product side, while the product side has access to the intellectual capital of some of the most gifted designers in the industry.

CEOCFO: Are there particular types of companies that you are working with on the services side?

Mr. Wilson: All buildings are structures. For example, we are the NFL's wireless consultants. In Indianapolis last year and were been in New Orleans since November for this year's Big Game overseeing the Wi-Fi and cellular networks. Not only did we get the stadium ready for the game, but we also worked on a large number of the adjacent buildings used by the league. Professional sports leagues in general are looking to add Wi-Fi to their stadiums because they want to enhance the "fan experience". Teams can now use Smartphones and wireless devices to deliver exclusive content to fans in the stands and ultimately

provide them with a more valuable and engaging experience. At the root of this is making sure the leagues and teams can still put people in the seats. In many cases, teams are competing against the comforts of home and watching games on high definition televisions. We have successfully done that for the football team here in New England and we are doing for a number of other teams and other sports.

CEOCFO: Does working with the NFL get you in the door pretty much everywhere?

Mr. Wilson: I think it is more of a strategic thing as we build our name and our brand within the industry. It is wonderful to be able to be associated with brands that are considered high quality and well known. My oldest son went to work for Microsoft his first job

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out of college and I said 'Great. That is a company that when you go on your next job interview, you do not have to explain what they do and if you do have to, you can just get up and leave the interview.' I think the NFL is going to potentially help us get more solidly involved in the other professional leagues. It is helping us now with the NBA. Stadiums are a marvelous opportunity. We sell to the carriers and then we focus on professional venues. We focus on education venues with some of the location-based capabilities that we have within our products. The healthcare vertical is one that I think everyone targets these days. Just like everyone else, we will go to the verticals that have appropriate funding.

CEOCFO: What is ahead a few years down the line?

Mr. Wilson: The market is continuing to grow. I think we are very well positioned in both of our business units to take advantage of the marketplace and expand in it on the product front. We have built this basic digital architecture that we can grow a number of products from and we have a number of things in our product roadmap that we are working towards which are exciting, some of which are much bigger than anything that we have attempted to date. We have always been plowing the money back into the business and not willing to take big swings. We have continued to score with singles and doubles but we have some things in our product roadmap that can well be termed homeruns. On the services front, the opportunity seems to be endless as well. There are only a limited number of carriers

that really dominate the landscape, so we made the decision that we needed to go beyond that and penetrate what we call the enterprise market. The NFL is an example of that. We see that opportunity just growing and expanding. We think there is nothing but growth in our future if we continue to service our customers and we maintain our brand and our image in the marketplace.

CEOCFO: Why should the business and investment community pay attention to Cellular Specialties?

Mr. Wilson: Because we save those people a lot of headaches later on. It is so much less expensive to install one of these systems as on the front end if you are building a structure. We have a multimillion-dollar installation

going on in Texas at a hospital right now that is under construction and they are going to save themselves tons of money because they are doing it during the construction phase. It is all the cabling. The dirty secret of wireless is that there is a ton of wires behind the wireless. Somebody like a property owner can differentiate themselves by having a properly set up cellular capability so that their tenants have appropriate signal or appropriate WiFi capability. If they can do that kind of thing in the construction phase, they save themselves a ton of money. It is a nice story and we have some great employees and great capabilities. We are in a great marketplace. That combination makes it a joy to come to work every day.



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