

FOR IMMEDIATE RELEASE

1 Grand Opening, 3 Days, and 28 Activations!

Paducah, KY July 5, 2006- Aggressive marketing, friendly faces, and fun activities are all combinations of a successful grand opening. It was indeed a "WOW" factor in Paducah, Kentucky with their successful event pulling in 28 new activations (all were new on approved credit). Linda Perrew is a franchisee who uses her creativity and energy to promote her business.

Sprint gave away small grills with any new activation so people were able to call and barbecue after visiting Yakety Yak on Thursday! Alltel brought along their Hummer and cooked up some hot dogs under their tent the following day and created a big buzz. Paducah International Raceway also brought out a race car for all to see! Nextel's generosity was in the form of a blow-up jump house for all the kids so they could jump for joy while their parents were getting great service from Linda and her employees. Verizon gave free activations on Saturday as well and was a major player in Linda's success for the weekend. Saturday also saw the local radio station do a live remote at the store providing music and pizza for the customers.

Linda had fed the need of her customers in more ways than one and that translated to a very successful and very memorable weekend. "I feel like we had a great grand opening. Even though we spent tons on advertising, we really created a buzz in Paducah. It is still paying off. Our carriers really came through for us. We had reps there every day and our Verizon rep jumped in and did an amazing job helping us with activations", states Linda.

Linda is the proud owner of two Yakety Yak stores in Kentucky, the other store is located in Murray, KY. She is seen often sporting around in her red Yakety Yak mini cooper. She definitely understands guerilla marketing and knows how to Yak It Up all over town.

About Yakety Yak

Yakety Yak Wireless Inc was founded in 1999 in Phoenix, Arizona. The company started with one corporate store, and later changes to a franchise model. In the last year, Yakety Yak has been growing dramatically, with new franchisees joining on a weekly basis. As of 07/05/2006 there are 72 Yakety Yak Wireless stores open for business nationwide. There are 75 additional commitments sold. Many of these are expected to open for business in the near future. Yakety Yak's secret is simple: create a working model that involves proprietary industry expertise, a strong commitment to coaching and training, and excellent name recognition.



For more information visit www.yakitup.com .

YAKETY YAK
WIRELESS SUPERSTORES

YAKETY YAK WIRELESS INC
3400 Irvine Avenue Building #118
Newport Beach, CA 92660

PHONE 949.486.6000
FAX 949.486.6001

INFO@YAKITUP.COM
WWW.YAKITUP.COM