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New Yaker in Wolverine State

South Lyon, MI August 2, 2006—Another Yakety Yak store has opened and this time it is the first in the Wolverine State of Michigan. Theyaa and Steve Matti are brothers who have turned their experience of the wireless industry, entrepreneurial spirit, and energy to opening one of the many Yakety Yak stores in Michigan.

With over 4 years in the wireless industry and a long experience in electronics and software; Steve and Theyaa share the store of how they have come to achieve their decision. They started to do their analysis on the market and the franchisers available. They looked at each franchiser's advantages and which one will be the best with customer service and support. After spending enough time doing this research, Steve and Theyaa chose YAKETY YAK to be their franchiser. YAKETY YAK is best known nationwide through their reputation in customer satisfaction, follow-ups, and support.

After a long journey of hard work and tremendous support from YAKETY YAK team, Steve and Theyaa are opening their first store doors this week to the customers of South Lyon, Michigan. Steve and Theyaa have followed the YAKETY YAK training and during the processing time they were learning about the market's strategies and the wireless industries from YAKETY YAK team. They are ready to show Michigan consumers a new way of customer service that will WOW every customer walking into their store.

"We are very proud of Theyaa and Steve for accomplishing a successful build out process. Their excitement in the wireless industry will enable them to WOW their customers with their tech savvy talk and expertise. We are looking forward to creating a buzz in Michigan", states Lawrence Jackowski, Senior VP.

About Yakety Yak

Yakety Yak Wireless Inc was founded in 1999 in Phoenix, Arizona. The company started with one corporate store, and later changed 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.



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