

WiBOC and NWIDA to Merge, Creating Stronger Alliance for Independent Wireless Dealers

New Company provides more options for dealers, industry suppliers and manufacturers.

West Orange, NJ and Warrenville, IL – December 10, 2019 – The National Wireless Independent Dealer Association (NWIDA) and the Wireless Business Owner's Consortium (WiBOC) today announced they have entered into a definitive agreement to merge.

The combined company will use the NWIDA name, and it will be a strong and stable voice for the indirect wireless distribution channel, representing over 40,000 businesses in the U.S. and over 120,000 employees.

The new organization will make a formal announcement at the Consumer Electronics Show and unveil their new suite of services for 2020.

NWIDA is the only trade and advocacy group for the independent wireless dealer, providing members annual savings of over \$6000 on the products and services they use every day, including SIMs and PINs, Credit Card and Payroll Processing, Wholesale Devices and Accessories, Staff Training, and much more. In addition, NWIDA works with numerous organizations and lawmaking bodies to ensure the dealer point of view is heard in important local, state and federal issues – such as carrier mergers, certification programs and relevant legislation.

In joining forces, NWIDA now strengthens its value to companies who want to market to the wireless indirect channel. By combining the WiBOC Supplier Program with NWIDA's current offering, we now offer unique and incredibly profitable ways for manufacturers, Master Agents, even MVNOs and Carriers to reach the independent dealers – which for so long have been a critical part of the wireless distribution strategy said Adam Wolf, President of NWIDA.

More than ever, Dealers are looking for ways to grow store profits. New services will be aimed at leveraging supplier products, services and expertise to improve sales performance, lower costs and increase profit in a number of areas. Suppliers will also be able to showcase their offering throughout the expanded NWIDA network covering 40,000 wireless retail locations. Every dealer and industry supplier should join the new NWIDA. – said Mark Landiak, President of CDI and former CEO of WiBOC.

Following closing, the new company will be headquartered in West Orange, NJ. Adam Wolf, current President of NWIDA, will serve as President and Mark Landiak, current President of WiBOC will join the Board of Directors.

Creating a single, strong voice for the dealers.

In an industry that started with the dealer network, it is critically important that these small and medium American companies continue to lead in the distribution of the network carrier products and services. However, historically, this distribution strategy has been disjointed and fragmented. NWIDA, founded in 2017, provides (As Peter Adderton – founder of Boost Mobile called it) “a single, strong voice.”

The combined company has the experience to assist manufacturers and suppliers to quickly enter the indirect wireless market. Providing an average of over 30 years wireless experience, the NWIDA Board of Directors has built the wireless industry from the ground up.

This merger combines the best elements from WiBOC and NWIDA to provide additional opportunities, with greater revenue potential, for companies looking to reach the independent wireless community. It allows NWIDA to offer a specially tailored program based on the needs and objectives of each Supplier Partner. This new program will also add new options to its MVNO and Carrier Level memberships.

In addition, NWIDA will be working closely with Corporate Dynamics, Inc. (CDI) to provide consultative support to wireless business owners and training services for improving performance for managers and salespeople.



About NWIDA:

The National Wireless Independent Dealer Association (NWIDA - www.nwida.org) was established to provide competitive balance to the independent wireless retail and repair stores. NWIDA provides an advocacy and strong voice at the

local, state and federal levels for industry and dealer friendly legislation. By taking advantage of extended buying power, NWIDA members save 10-50% on products and services used every day.

In addition, NWIDA provides exclusive content to their members, including seminars and webinars, that help the wireless dealer grow their business “smarter, not harder.”

Membership is open to any independently owned wireless business and is available in semi-annual and annual options. There is no application fee. NWIDA can be contacted through their website (www.NWIDA.org), via phone (919-NWIDA-98) or email (info@nwida.org)

About WiBOC

The Wireless Business Owners Consortium (WiBOC) portfolio of services will now operate under the NWIDA name. WiBOC started 15 years ago as a trade organization created for Pre- and Post-Paid Independent Wireless Resellers & Suppliers.

NWIDA will now harness WiBOC’s past collaborations with Supplier Partners and respected industry experts. This includes access to best practices and high-impact training for owners, managers and front-line associates. WiBOC’s business was built for the purpose of increasing sales and profitability for wireless resellers and suppliers. WiBOC’s thought leadership and cutting-edge educational information on new products/services, current trends and proven strategies will now come under the NWIDA umbrella to ensuring success for companies in the wireless industry.