

## Simplifying Your Next Cell Phone Purchase

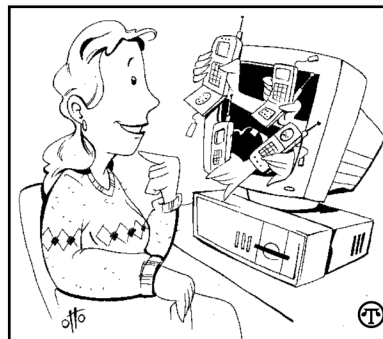
(NAPS)—Cellular phones may offer great reception, but you can encounter plenty of static when shopping for one. There are many different brands and service plans to choose from, and comparison shopping often means driving all over town to different retail stores.

The Internet offers a convenient alternative. For example, Amazon.com has opened its Wireless Phone store—a “one-stop” shop for cellular needs that carries a wide range of phone brands, including Nokia and Samsung, as well as plans and promotions from such leading providers as Sprint PCS, AT&T and VoiceStream.

Keith Schorsch, general manager of the Wireless Phones store at Amazon.com, says, “We make it easy to compare and choose the right phone, plan and accessories for each individual. People really appreciate the chance to get expert recommendations, read buying guides and see customer comments to assist in their buying decisions. We’ve also standardized carrier coverage maps to help select the plan that fits your lifestyle.”

Schorsch offers a couple of key tips when buying a wireless phone:

**When will you use it?:** Before buying a cell phone, it’s important to think about how and where you plan to use it. For instance, if you’re a frequent traveler, you should consider a plan with free long distance. If you’re a weekend



**The Internet can be a convenient place to shop for a new cell phone.**

warrior, you’ll want lots of free weekend time.

**Is it convenient and easy to use?:** Cell phones keep improving, so maybe it’s time for a new model. Affordable new phones offer ultra-lightweight convenience, smaller size, cool colors and designs, plus high-tech features like wireless Internet and voice-activated dialing.

**Accessorize!:** Personalize your phone. From colorful faceplates to protective cases and rapid chargers, the right accessories can really add to your fun and functionality. Online, you can browse the widest selection of accessories at your leisure—24 hours a day.

Consumers interested in checking out wireless options can log onto [www.amazon.com/wireless phones](http://www.amazon.com/wirelessphones).