



J&T Electric & Supply An Independent Agent's Success Story

J&T Electric was founded in 1992 as an electrical contracting and supply company based in Crivitz, Wisconsin. This small rural village has a population of less than 1,000 and is located 50 miles north of Green Bay. In the summer of 1992, after experiencing difficulties with another cellular provider's coverage, J&T switched its cell phone service to Cellcom. J&T then decided customers and neighbors in Marinette County could also benefit from Cellcom's enhanced coverage and exceptional level of service and became a Cellcom agent.

In addition to phones, J&T started selling data cards in 2008 which accounted for 4% of their Cellcom contracts. When Axesstel's MV440 CDMA 1xEV-DO Rev. A Wi-Fi Gateway became available to J&T in 2009, a sales transformation occurred. The data card sales from the previous year all but disappeared and were replaced by a near tenfold quantity of Axesstel Gateways. Customers recognized that with the MV440 the whole house could share the broadband access provided by Cellcom instead of a single user with a data modem. Sales of the MV440s continue to be strong, representing about 20% of annual Cellcom contracts, and have also spurred increased sales of peripheral accessories such as external antennas and repeaters for further reception enhancement in this rural area.



Axesstel's
MV440 CDMA 1xEV-DO Rev. A
Wi-Fi Gateway



Members of the J&T Electric & Supply Staff

J&T Electric sells the MV440 to residential, government, and small business clients. Public service uses include police and rescue vehicles. A variety of local businesses, particularly small restaurants or coffee shops where people congregate in Crivitz, have purchased the MV440 gateway and 3G broadband service as well. Tom May, J&T's owner, relates the story of how one neighborhood restaurant & bar realized a sizeable increase in lunch business after offering a local hotspot where customers could check their email or surf the web while enjoying the food and beverage.

A high percentage of the data accounts that J&T is establishing are additions to existing customer accounts because of the satisfaction that exists with Cellcom's 3G service offerings. Consumers are also setting up accounts for their cabins or cottages so they can benefit from the superior reception and enhanced speed supplied by the Cellcom network and the Axesstel Gateway. The product provides a plug-and-play solution that is user-friendly and enables the networking of multiple desktop

and laptop PCs. Another local usage example is that of a 'work-at-home' marketing person who previously had to remain in the city while her husband would visit their second home in Crivitz. Now, with Cellcom's broadband service and the Axesstel MV440 she is able to visit their vacation home, accompany her husband, AND continue working!

The Axesstel product outperformed competitive devices during comparison testing, however, the folks at J&T Electric didn't want to leave anything to chance. They offer the use of a working device on a trial basis to ensure that the MV440's performance will meet or exceed the customer's expectations. This approach has neighbors telling neighbors about the solution available using the Residential Broadband or RBB as the J&T staff likes to call it. Many consumers have been able to eliminate the frustration associated with the previously used dialup or satellite internet access. Widespread acceptance of the MV440 is truly taking place in this rural Wisconsin community. Tom and his long-time store manager Lisa can hardly wait for the next innovative product to become available from Cellcom and Axesstel.



J&T Electric MV440 In-Store Demonstration

Cellcom About Cellcom: Cellcom's renowned network provides nationwide long distance cellular service, including wireless voice and data services, and is customized to rural markets and customers. Cellcom's goal is to consistently provide extraordinary customer care. For more information on Cellcom, visit www.cellcom.com.

axesstel About Axesstel: Axesstel (OTCBB:AXST) is a globally recognized industry leader in the design and development of fixed wireless voice and broadband data products. Axesstel's best in class product portfolio includes broadband modems, 3G and VoIP gateways, machine to machine applications, voice/data terminals, fixed wireless desktop phones and public call office phones for high-speed data and voice calling services. The company delivers innovative fixed wireless solutions to leading telecommunications operators and distributors worldwide. Axesstel is headquartered in San Diego, California. For more information on Axesstel, visit www.axesstel.com.

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