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**SoundBalance Enters Airport Retail with
Eco-Friendly Electronic Options**

– Retailer to Showcase “Green” Electronic mobile devices and accessories for
the Discerning Traveler –

Jacksonville, FL August 8, 2009 – Environmentally conscious travelers who seek mobile high-tech will find greener alternatives at **SoundBalance**.

Created by the leading airport electronic retailers, InMotion Entertainment and Airport Wireless/Techshowcase, SoundBalance is the newest airport retail concept, and the first to offer a number of quality eco-friendly business accessories and entertainment devices. SoundBalance aims to bias the product line towards high quality products that maximize mobile productivity and entertainment, while minimizing environmental impact. The endgame is to have the first complete environmentally friendly line of high-tech products.

With 30-plus years of collective experience, both InMotion Entertainment and Airport Wireless/Techshowcase retailers have become known for genuine customer service, unparalleled quality standards, and vibrant shopping experiences. “This partnership is a natural evolution combining the outstanding and complementary product selection of each company. The addition and perpetual expansion of an environmentally-friendly electronic product line makes SoundBalance a repeat stop for today’s air traveler,” said Jeremy Smith, President of InMotion Entertainment.

“At SoundBalance, we are working with manufacturers to find the best product selection offer with an eye toward sustainability and environmental stewardship,” said Ilene Berman, Co-CEO of Airport Wireless/Techshowcase.

Airport travelers who enter SoundBalance will immediately be drawn to a centrally featured exhibit devoted to sustainable technology products – everything from a mobile phone case manufactured with wood-pulp based plastic to a solar mobile phone charger. The peripheries of the store will host an unusually wide selection of electronic devices and accessories for business applications and for entertainment use.

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SoundBalance Enters Airport Retail Arena with Electronic Options for Environmentally Conscious Consumers *– Retailer to Showcase Green Electronic Devices for the Discerning Traveler –*

SoundBalance is a joint venture between InMotion and Airport Wireless/Techshowcase. SoundBalance's Managing Partners are: Jeremy Smith - President of InMotion and President of SoundBalance, Tom Hurd - EVP of InMotion, Ilene Berman - Co-CEO of Airport Wireless/Techshowcase, and Iris Goldschmidt - Co-CEO of Airport Wireless/Techshowcase. For more information on SoundBalance, visit www.SoundBalance.com.

SoundBalance will open its first two locations in Miami International Airport and one location in San Francisco International Airport in the fall of 2009. Ilene Berman is the Director of Development and Real Estate for SoundBalance, ilene@airportwireless.com (954) 646-3010

ABOUT SOUNDBALANCE

SoundBalance fulfills the existing need for mobile high-tech while also addressing the burgeoning green movement. The store will feature an eco-friendly selection of electronics and accessories to support the environmentally conscious traveler. SoundBalance will first open in Miami International Airport and San Francisco International Airport in 2009. **SoundBalance is WDBE certified.**

About InMotion Entertainment

Since its inception in 1997, InMotion Entertainment has become the largest airport-based electronics and entertainment retailer in the nation. Founded on a unique business model that combines portable electronic entertainment with travel, InMotion brings convenience to today's traveler. Great for business and leisure travelers, customers can demonstrate and then purchase the latest electronics, including DVD players, digital cameras and camcorders, mp3/video players, video games, noise canceling headphones, digital downloads and more. With a wide selection of products and a straightforward rent-and-return policy, InMotion brings convenient, portable entertainment to the restless traveler. InMotion has 54 locations in 32 airports throughout the United States and will continue to open new stores throughout 2009. Additional information can be found by visiting www.inmotionstores.com

About Airport Wireless and Techshowcase

Established in 1997, Airport Wireless and Techshowcase retail electronics stores operate 42 locations in 21 major metropolitan U.S. airports. These stores are a haven for business travelers seeking the latest in mobile productivity tools and accessories, or holiday travelers seeking a high quality entertainment device. Customers are encouraged to test out the numerous live demonstration units, and ask as many questions as they like. Additional information, including locations, can be found by visiting www.airportwireless.com or www.techshowcase.com.

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