

**CONTACTS:**  
**Michelle Daniels, Reliance**  
631-952-4800 Ext. 117  
Michelle.Daniels@reliance.us  
**Mike Hedge, Hedge & Company, Inc.**  
248.789.8976  
Mhedge@hedgeco.com



## Reliance Communications Launches Accessories Line

**Goal is to provide product depth, service to customers**

**Hauppauge, NY, September 7, 2011** – Reliance Communications, LLC, one of the nation’s premier wireless distribution companies, announced today it has launched a complete line of cell-phone accessories to compliment its wireless phone lineup and provide customers with simplified one-stop order-fill capability.

Initially, Reliance will offer products in 10 of the most popular categories: protective cases; memory (micro and SD cards); batteries; connectors; screen protection; auxiliary power (quick-charge devices); docking stations; and music-related devices (ear buds, etc.). The products offered in each of these categories can be viewed at [www.reliance.us](http://www.reliance.us).



**Reliance’s new accessories line includes 10 categories representing the most popular, fastest moving products. They’re in-stock and ready to be ordered.**

“We did a lot of research before deciding which categories and products to launch with,” says John Haley, vice president of sales. “We want to make sure that what

we’re stocking for our customers are the more popular products that are in demand and that are moving off their shelves. Initially, we’re focusing on one or two of the most popular brands or devices in each of these 10 categories, but we plan to gradually expand our product offerings to make sure we have customer demand covered.”

Reliance’s expansion into accessories is a natural outcome of its focus on customer service, says Haley.

...more

“Since we’re shipping cell phones to our customers each day, we can easily support them with the accessories they need – when they need them. It’s just a matter of including a few more products in the boxes already going out the door. In this way, we help them run leaner with fewer inventories, while having the confidence they won’t be caught short and lose a sale. It’s a win-win for both of us.”

Some of the brands in the initial accessories lineup include Ajays flat-wire earphones; Otterbox and Wrapsol protective films and skins; Clingo and Bracketron mounting devices and holders; Got2bWireless Bluetooth hands-free car kits; Milante, Nite Ize and Escher protective and decorative cases; and Muc-Off cleaning kits.

Reliance has these product lines in-stock and ready to be ordered, says Haley.

Reliance Communications is an international distribution company specializing in integrated supply chain solutions for the wireless industry. Headquartered in Hauppauge, NY, Reliance has over 20 years of extensive experience as a retailer, agent, master agent and distributor. Reliance offers a full range of products, benefits and flexible terms to help every agent maximize their sales potential. Last year, Verizon Wireless named Reliance Communications an authorized distributor of wireless devices to Verizon Wireless agents.