



CELLTRONIX BTVR-1 NAMED FINALIST IN CTIA HOT FOR THE HOLIDAYS AWARDS

Winners to be announced at International CTIA WIRELESS IT & E 2009®

WASHINGTON, D.C. September 18, 2009 – **CELLTRONIX BTVR-1, World's First Recordable Bluetooth Headset** has been named a finalist in the **Bluetooth Accessory Category** of the first annual CTIA Hot for the Holidays awards program, which showcases this year's must-buy mobile consumer electronics products and applications. International CTIA WIRELESS I.T. & Entertainment 2009® takes place October 7-9 at the San Diego Convention Center.

CTIA 2009 Hot for the Holidays award winners will be announced at a ceremony on Thursday, October 8 and all finalists will be prominently displayed in a special showcase at International CTIA WIRELESS IT&E. Submissions were judged on innovation, functionality and creativity by a panel of top tier reporters and industry analysts.

"This year's awards program offers a preview of the many CE devices, applications and accessories that are sure to be in demand this holiday season," said Robert Mesirov, vice president and show director for CTIA WIRELESS IT & E. "CTIA congratulates **CELLTRONIX (Hoffco Brands)** on being named a finalist in Bluetooth Accessory Category."

About Hoffco Brands

Hoffco Brands, Inc. is a privately held company based near Denver, Colorado with operations in Tennessee and New Mexico. As an innovator of a wide variety of products we take pride in our brand marketing. Our goal is to provide the best products and the highest rated customer satisfaction for all of our brands.

Celltronix... Technology That Works! The Celltronix brand meets both the Consumer's needs as well as the Retailer's - with Innovative products and Intelligent Design. Built on a foundation of Quality and backed with Outstanding Warranties.

The rapidly expanding **Celltronix** line includes Bluetooth® headsets, cell phone cases and covers, and our unique **Power Tip Program** that allows you to power up ALL your favorite electronic devices with just one power adapter.

Simply Switch the Tip! With over 30 *Secure Fit Tips* for the most popular electronic devices, the **Celltronix Power Tip Program** means less to pack for life on the road!

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About International CTIA WIRELESS I.T. & Entertainment 2009[®]

International CTIA WIRELESS IT & E is CTIA's fall show focused on mobile business. This event brings together a unique community of enterprise users, carriers, developers and manufacturers to generate dialogue, share ideas and debate the economics of wireless innovation. Visit www.ctiashow.com.

CTIA -The Wireless Association[®] is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the producer of two annual technology events: International CTIA WIRELESS 2010 takes place in Las Vegas, March 23-25; International CTIA WIRELESS IT & Entertainment 2010 takes place in San Francisco, October 6-8. For more association information, visit www.ctia.org.