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**INTERNATIONAL CTIA WIRELESS 2010® OPENS WITH A  
FOCUS ON 4G****REDWOOD PARTNERS AGAIN FRONT AND CENTER**

**LAS VEGAS, NV - MARCH 23, 2010** – International CTIA WIRELESS 2010® took over the Las Vegas Convention Center with mobile industry influencers in attendance, an active networking scene on and off the show floor, and a focus on the 4G technologies that will drive adoption of mobile broadband. Discussions in the exhibit halls, keynote addresses, educational sessions and partner events focused on the power of wireless to transform societies, improve business processes and change the ways we consume media, entertainment and information. The show took place March 23 - 25, 2010.

The 39,000 attendees converged on Las Vegas, representing 125 countries, to experience the latest trends in mobile technology. Remarks from the keynote stage focused on mobile data, broadband and the pervasiveness of mobile life. New product introductions continued with this theme, featuring smartphones and other mobile data devices that leverage the power of the mobile Internet. Comprehensive video coverage of the show – including highlights from the keynote stage – can be viewed online at [www.ctia.org/wireless2010](http://www.ctia.org/wireless2010).

According to CTIA's semi-annual survey, wireless data revenues in the U.S. topped \$22 billion during the last half of 2009. Against this backdrop, show news continues to focus on smartphones and other mobile data devices that leverage the power of the mobile internet.

"4G is the dominant theme this year, with exhibitors, speakers and attendees talking about the power of the mobile network – and the ways it is affecting every aspect of our lives," said Michael Flannery, Managing Partner of Redwood Partners. "From mobile money applications to mobile television, Redwood continues to see innovative uses of wireless technology for business and personal life, and a range of new devices."

This year, CTIA turned the North Hall of the Las Vegas Convention Center into "Innovation Hall," highlighting the hottest new developments influencing mobile life. Apps World, a new addition to the show floor, hosted companies demonstrating the newest mobile content and platforms, social networking and application delivery solutions, along with learning centers for the developer community.

The Emerging Technology Zone gave attendees a glimpse into the future of mobility spanning vertical markets and included the Wireless Health and Smarter Planet pavilions as well as Launch Pad—a pavilion dedicated to giving start-up companies an opportunity to demonstrate their ideas.

Innovation Hall also featured the CTIA Emerging Technology Awards showcase, highlighting the mobile products and services entered to win honors in the areas of consumer electronics, mobile applications, luxury mobile, enterprise and vertical markets, green solutions and network infrastructure. Leapwave Big Screen Games was named “Best Online Pick” via web-based voting before and during the show. The Samsung Moment™ was named “Best in Show,” winning the honor by garnering the most SMS votes on-site at the event. A full list of E-Tech Awards winners can be found online at: [http://www.ctiawireless.com/media/news\\_details.cfm?newsID=247](http://www.ctiawireless.com/media/news_details.cfm?newsID=247)

***About Redwood Partners – International Advisory Firm:***

Based in New York and London and serving clients worldwide, Redwood Partners ([www.redwoodpartners.com](http://www.redwoodpartners.com)) is the leading international executive search firm for emerging mobile, internet and digital media companies. Redwood Partners understands that placing the best talent, forming strategic alliances, supporting seed & angel rounds of financing and developing new revenue streams are inextricably linked to client success. Working as a partner to high-growth companies and securing venture funding, Redwood leverages industry knowledge, relationships with world-class organizations and talent to execute quickly and effectively.

**About CTIA Shows**

Celebrating 25 years as the premier global mobile marketplace, International CTIA WIRELESS 2010® brings together all industries advanced by wireless technology for three days of intense business, learning and networking in Las Vegas, March 23-25. International CTIA WIRELESS IT&E 2010 takes place in San Francisco, October 6-8. Visit [www.ctiashow.com](http://www.ctiashow.com).

CTIA-The Wireless Association® is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry’s voluntary best practices and initiatives, and produces the industry’s leading tradeshow. CTIA was founded in 1984 and is based in Washington, D.C. Visit [www.ctia.org](http://www.ctia.org).

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