



New "Wirefly for Business" Site Launched

InPhonic Taps Sprint/Nextel Veteran John Hannula to Head Wirefly.biz

/24-7PressRelease/ - March 16, 2006 - InPhonic, Inc., a leading online seller of wireless services and products, today announced the launch of Wirefly.biz, a new business unit dedicated to the unique needs of small business customers. As part of the launch of this new business group, InPhonic also named John Hannula as Vice President and General Manager for Small Business.

InPhonic's new small business program includes product offerings and rate plans tailored for the small business owner. These services are already live and can be viewed at <http://www.wirefly.biz>.

In the United States today, there are more than 54 million employees spread throughout an estimated 6 million businesses within the "Small Office/Home Office" (SOHO, 1-4 employees) and "Small-to-Medium Business" (SMB, 5-99 employees) categories.

Two out of three small business employees are considered "mobile" and for them, wireless service is critical to the success of the business. According to industry surveys, record numbers of small business owners are now researching and buying their wireless products and services online and over the phone.

With the site <http://www.wirefly.biz>, InPhonic extends the Wirefly brand to the small business marketplace marrying its award-winning online capabilities and expertise with a dedicated team of account managers to assist small business customers with a robust suite of services, discounts and customer support typically afforded only to larger enterprise companies.

"We see Wirefly.biz and its offerings as a key extension of our current services, and as both an exciting and significant opportunity for us to leverage our considerable online reach. We believe we can deliver this small business program with our online strategies as a win-win approach with our carrier partners as we strive to drive incremental sales and create higher revenue accounts with a high-touch, yet scalable program," said David A. Steinberg, InPhonic's Chairman and CEO. "John Hannula brings a great deal of wireless industry experience to InPhonic and his addition further bolsters InPhonic's push into this key market segment."

John Hannula brings more than 15 years experience in marketing strategy, product marketing and business development to InPhonic and Wirefly.biz. With nearly a decade in the wireless industry, Hannula most recently served as director of marketing for Nextel Communications, Inc., now known as Sprint/Nextel, where he was responsible for developing and implementing innovative sales strategies for small and mid-market business customers, including channel development and communications for both subscriber growth and customer loyalty. Prior to Nextel, Hannula held a variety of marketing leadership roles at eSpire Communications and MCI Corporation. Hannula holds a bachelors degree from the University of Washington and an MBA from the McDonough School of Business at Georgetown University.

Launched in 2003, Wirefly (www.wirefly.com) is the online leader in one-stop comparison shopping for cell phones, wireless service plans and wireless accessories. Owned and operated by InPhonic, Wirefly is an authorized dealer for every major cellular carrier, including Cingular Wireless, Nextel, Verizon Wireless, T-Mobile and Sprint PCS. Wirefly also offers discounts and services not available in retail wireless stores, including real-time online order status and tracking, and the guaranteed lowest price - online or anywhere else -- on cell phone devices from Motorola, Nokia, Samsung, LG, BlackBerry and many other cell phone handset manufacturers. In 2004, Wirefly.com was named Best of the Web by Forbes magazine as the "best all-around number portability portal." For more information on Wirefly, its cellular products and its services, visit www.wirefly.com or the InPhonic Corporate Web site at www.inphonic.com.

"Safe Harbor" Statement - Under the Private Securities Litigation Reform Act of 1995, this press release may contain forward-looking statements that involve risks and uncertainties. Important factors, which could cause actual operating results to differ materially from those in the forward-looking statements, are detailed in filings with the Securities and Exchange Commission made from time to time by the Company. This press release and statements are current as of the date of the individual announcements and the Company undertakes no obligation to publicly release any revisions to any forward-looking statement to reflect events or circumstances after the date thereof or to reflect the occurrence of unanticipated events.

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