



Media Contact:
Rhonda Jurgenson
502-410-1399
rhonda.jurgenson@lightyear.net

FOR IMMEDIATE RELEASE

SALES FORCE POISED FOR GROWTH AND SUCCESS

Direct selling pioneer, Lightyear Network Solutions, rolls out MyWirelessRep.com

Lightyear Network Solutions, LLC, a full service telecommunications company headquartered in Louisville, KY announced today the introduction of its online wireless store business model, MyWirelessRep.com.

MyWirelessRep.com is the online marketing and customer gathering portal for the company's newest product, Lightyear Wireless, which will be introduced to retail customers July 29, 2008.

MyWirelessRep.com will market wireless phones, smart phones and accessories nationwide through the website and will make the phone shopping experience unique. "MyWirelessRep.com is the premier online wireless store for all our Lightyear Wireless Representatives," said John S. "Josh" Henderson IV, president of Lightyear Wireless.

Besides the online store, MyWirelessRep.com is also an informational site. It contains high-powered, information-packed videos about the product, Lightyear Wireless and comprehensive information about the Lightyear Wireless business opportunity.

"MyWirelessRep.com tells the story of our company and is very easy to use and navigate," said Henderson.

Lightyear Network Solutions, LLC currently offers local land-line phone, long distance, VoIP and Internet access to residential and small- to mid-sized business customers. Lightyear will ship the phones, bill and support the customers and pay its online wireless store owners residual income on their customers' monthly wireless bills from its 80,000 sq. ft. data billing center.

"We have been trying to get into the wholesale wireless business for ten years now and I'm very excited to announce the launch of our new online wireless store, MyWirelessRep.com." said Henderson, "Customers will be able to visit our Representative's website, purchase phones and accessories and choose a rate plan all from the comfort of their home. People won't have to go to a store, take a ticket and wait in line anymore. With our unique business model, Lightyear Wireless will change the way people think about wireless service, forever!"

###

For more information on Lightyear Wireless, MyWirelessRep.com
or Lightyear Network Solutions, LLC, visit www.lightyear.net