



# PRESS RELEASE

*For Immediate Release*

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## **CELL AGAIN MAKES IT EASY TO HANG UP OLD CELL PHONES**

*The Salt Lake City company is inventing the mobile recommerce industry, backed by a Banyan investment*

SALT LAKE CITY, NOVEMBER 2013—With the surge in demand for the latest wireless devices, Banyan Ventures recently invested in Cell Again, a leading-edge company providing a simple solution for millions of Americans looking to replace or recycle their old cell phones.

Cell Again's innovative and unique service offerings allow customers to buy, sell, trade, and repair used cell phones. Operating out of mall kiosks across the United States, customers can conveniently visit a Cell Again location to sell their old cell phone for cash-on-the-spot or trade-in value toward the purchase of a new or previously-owned phone at an incredible price, with no contract requirements or other constraints typical of the cell phone industry. Cell Again buys and sells every make and model, including Apple iPhone, Samsung, Blackberry, HTC, Motorola, and more.

Cell Again also offers repair services for mobile devices and Apple iPods, with its headquarters and warehouse located in Draper, Utah. If devices are deemed obsolete or unrepairable, Cell Again properly recycles them with an ISO-certified U.S. recycler. This helps prevent waste from going into landfills.

Cell Again currently has more than 50 corporate or franchised mall locations across the country and is growing rapidly. Banyan is assisting with the company's expansion plan by providing growth capital and venture leadership.

"The Banyan Team's experience and insight has been invaluable in building our team and devising a plan for growth," said Cell Again CEO Matthew Kelly. "Their assistance with our financial operations is now allowing us to focus on developing the best systems, training our teams, providing exceptional customer service, and increasing our footprint nationwide."

Cell Again plans to open an additional 150 locations by the end of 2015. For more information about Cell Again, visit [www.cellagain.com](http://www.cellagain.com).

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### **ABOUT BANYAN VENTURES**

Banyan Ventures was founded in 2003 by a team of managing partners with extensive experience in strategic planning, operations, financial management, sales, and marketing. With this expertise, Banyan has established a robust infrastructure and proven methodology for successful business development. Visit [www.banyanventures.com](http://www.banyanventures.com) for more information.