

America's Mobile Makeover Month At RadioShack Passes \$2 Million Just In Time To Boost Your Tax-day Refund

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Just 10 Days Remain to "Deduct" Special Trade-in Value on Used Devices from Cost of New

FORT WORTH, Texas, April 19, 2012 /PRNewswire via COMTEX/ --While many Americans patiently await tax refunds, consumers have "deducted" more than \$2 million in cumulative savings by trading in used cell phones and other gadgets in just more than two weeks of America's Mobile Makeover Month by RadioShack (NYSE: RSH), a leading national retailer of innovative technology products, services and accessories.

A recent survey commissioned by RadioShack found electronics may be a treasure trove for the more than 90 million American adults who have retired technology at home. Those surveyed who have unused technology believe their old devices are worth \$502 on average.

"At the same time consumers are searching for deductions on their tax returns, they have already saved themselves \$2 million by coming to RadioShack to trade in their retired technology toward today's hottest mobile devices and accessories," said Gene M. Dinkens, senior vice president of store operations for RadioShack Corp. "With just 10 days left in America's Mobile Makeover Month, the deadline is approaching fast to take advantage of these great trade-in offers."

This special promotion guarantees customers at least \$30 or as much as \$300 in immediate store credit when they trade in a working mobile phone and activate a new one. If the appraisal beats these minimum values, consumers receive immediate store credit for the higher amount toward their purchase instead. America's Mobile Makeover Month by RadioShack also features additional trade-in specials in weekly circulars available [online](#) each Sunday during the promotion.

While the special trade-in deals expire April 28, Trade & Save is available every day at RadioShack. The program accepts many types of retired technology, from mobile phones to cameras, GPS and MP3 players. With no enrollment or receipt required, RadioShack will take eligible electronic product trade-ins no matter where they were purchased. To learn more about the program or to appraise your device today, visit a nearby RadioShack, go to radioshacktradeandsave.com, or download the free RadioShack Trade & Save app in the [Apple App Store](#) or [Google Play for Android](#).

Complete the trade-in at a participating RadioShack location to take advantage of the special minimum trade-in value on working mobile phones or receive immediate store credit on any trade. Trade-ins may also be completed by mail. Visit radioshacktradeandsave.com to receive a free shipping label. A RadioShack gift card for the trade-in value will be mailed after the product is received.

The \$30 minimum trade-in value on a working mobile phone requires in-store purchase and activation of a new phone on a qualifying two-year plan, limited to one per customer. The \$300 value applies to the Apple iPhone 4S 64GB and Samsung Galaxy S II only; values for other models will vary. To qualify, products must be in fully functional, working condition. Other restrictions apply. See store for details.

Survey results are from a nationally representative telephone survey of 2,327 adults, ages 18 and over, conducted March 19-25, 2012, by KRC Research. This number includes 327 interviews conducted with Hispanic-Americans for a total of 406 interviews with this audience. The margin of error for the overall study is +/- 2.0 percent.

About RadioShack Corporation

RadioShack (NYSE: RSH) is a leading national retailer of innovative mobile technology products and services, as well as products related to personal and home technology and power supply needs. RadioShack offers consumers a targeted assortment of wireless phones and other electronic products and services from leading national brands, exclusive private brands and major wireless carriers, all within a comfortable and convenient shopping environment. RadioShack employs a team of approximately 34,000 knowledgeable and helpful sales experts globally. RadioShack's retail network includes approximately 4,700 company-operated stores in the United States and Mexico, 1,500 wireless phone centers in the United States, and more than 1,100 dealer and franchise locations worldwide. For more information on RadioShack Corporation, please visit www.radioshackcorporation.com; to purchase items online, please visit www.radioshack.com. RadioShack® is a registered

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