



FOR IMMEDIATE RELEASE

SEIDIO ANNOUNCES NEW PRODUCT LINE FOR BLACKBERRY 9700

Houston, Texas – November 20, 2009 – Seidio, Inc., the leading manufacturer of premium Smartphone accessories, is pleased to announce the release of our brand new product line for the Blackberry 9700. From protective cases to convenient holsters to life extending batteries, this line has everything the 9700 user needs.

Seidio invests in extensive research to find the best and most powerful battery components on the market. We carefully select superior Japanese cells for our batteries to ensure the highest level of safety, quality, and performance. Our research and expertise give us the ability to create batteries that provide maximum capacity in their comparable space. The Innocell™ 2700mAh Extended Life Battery for the 9700 is perfect for the avid traveler who can't always get to a charger. It has 100% more capacity than the original OEM battery and will keep you charged and ready to go, even with heavy phone and data usage. It comes with an extended replacement door featuring our signature soft touch coating and is compatible with our extended Innocases™, Holsters, and Desktop Charging Cradles.

When it comes to device protection, Seidio offers users a variety of choices. The Innocase™ II Surface™ covers the front, back, and sides of the phone and has a top and bottom slide in design. The Innocase™ 360™ covers the front, back, and sides of the phone and even has an integrated screen protector and keyboard cover for 360 degrees of protection. It consists of front and back pieces that snap together. Both the Innocase™ II Surface™ and Innocase™ 360™ are also available in combos featuring our Innocase™ Holster. For those who want protection but still want to maintain the original look of their device, there is the Innocase™ Snap™. It “snaps” on to protect the back, bottom, and sides of the device.

The Innocell™ 2700mAh Extended Life Battery retails for \$69.95 and begins shipping the week of November 22. Innocases™ and their respective combos retail from \$19.95 to \$54.95 and will be available the week of November 29. To find out more about these and other great Seidio products, please visit us at www.seidioonline.com.

Founded in Houston, Texas in 2002, Seidio, Inc. is a leading developer and manufacturer of premium Smartphone accessories. We're a visionary company with a passion for innovation and an understanding of our customer's needs.



Contact:
Lauren Bailey
Seidio, Inc.
T: 832-204-1123
F: 713-361-1302
E: lauren.bailey@seidio.com
www.seidio.com