



*FOR IMMEDIATE RELEASE*

## SEIDIO RELEASES INNOCASE RUGGED

*Houston, Texas – June 15, 2010* – Seidio, Inc., the leading manufacturer of premium Smartphone accessories, is pleased to announce the release of our Innocase Rugged for the HTC EVO 4G with the HTC Incredible coming soon. The Innocase Rugged consists of the Ultimate Screen Guard- Crystal Clear paired with the Innocase II Surface in black and Rugged Skin. Altogether your phone is protected with two durable layers and a screen guard which provides optimal durability. The Innocase Rugged will protect your phone from harmful elements and when you choose to, you can easily remove the Rugged Skin and convert it into your everyday use case. This is the ultimate case for anyone that works hard or plays hard.

Your phone's protection begins with the Ultimate Screen Guard, which is specifically cut to provide effortless installation and full coverage of the front face of your HTC EVO 4G. Our screen protector does not scratch or tear easily. It is built from a high grade Japanese film with a 3H hardness rating and 0.1mm thinness. Once the Screen Guard is applied the Innocase II Surface can be installed.

The Innocase II Surface is crafted from a hard yet flexible material that provides an amazingly thin layer of protection without adding the excessive bulk of other cases. This sleek case provides an easy grip and has a unique slide-in design that fits securely, interlocking the top and bottom pieces. Precise cutouts ensure unhindered navigation and easy accessibility to all ports, making your device hassle free. The HTC EVO 4G Innocase II Surface is designed to protect your phone from drops and scratches.

For an extra layer of protection, we have created the Rugged Skin, which has been designed to fit over the Innocase II Surface and Screen Guard. This skin covers the ports and camera to keep out dust and dirt, but can easily be pinned back anytime you may want access to them. A plastic skeleton goes over the Rugged Skin to protect the four corners of your phone and creates a tighter fit. This skeleton provides rigidness at the corners to protect your phone and dissipates the shocks, jolts and jarring your phone incurs. Your phone will remain fully functional with an additional 1.4mm layer of silicone that will give you peace of mind. This is the only convertible case available; take your Innocase II Surface everywhere and add the Rugged Skin if the need arises.

The Innocase Rugged will begin shipping together with our Innocase Rugged Holster now and retails for \$49.95. Our spring lock holster securely locks your device in place and the spring clip lifts for easy removal. Additionally, our holsters are designed to hold your phone face-in to protect the screen. The Innocase Rugged Combo will initially be available in black. For more information on this and other great Seidio products, please visit

[www.seidioonline.com](http://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:

Jack Yang  
Seidio, Inc.  
T: 832-204-1117  
F: 713-361-1302  
E: Jack.Yang@seidio.com  
www.seidio.com

###