



FOR IMMEDIATE RELEASE

SEIDIO RELEASES INNOCASE ACTIVE AND EXTENDED LIFE BATTERY

Houston, Texas – June 24, 2010 – Seidio, Inc., the leading manufacturer of premium Smartphone accessories, is pleased to announce the release of our newest case, the Innocase Active for the HTC Droid Incredible with the Innocase Active for the HTC EVO 4G coming soon.

The Innocase Active is a two-layer case that features a compact and lightweight rubber polymer with a precisely positioned hard skeleton for added protection. Created for those that have and want to maintain their active lifestyle in mind, the Innocase Active provides great shock absorption, specifically at the vulnerable parts of your phone, while adding minimal bulk. All ports, controls and the camera will remain accessible and fully functional. The Innocase Active will have a compatible holster available in July. The skeleton portion for this case will be available in a variety of colors, including our newest colors, Sage and Pearl White.

The Innocell 3500mAh Extended Life Battery has at least double the capacity of the original battery and comes with a black replacement door featuring Seidio's signature soft touch coating. Even with heavy phone and data usage, this battery will keep you charged and ready to go. This battery can be ordered for the HTC Droid Incredible and pre-ordered for the HTC EVO 4G at this time with shipping beginning the week of June 24, 2010 for the HTC Droid Incredible and July 6, 2010 for the HTC EVO 4G.

The Innocase Active retails for \$29.95 and can be purchased as a combo with the case and holster for \$49.95. The Innocell 3500mAh Extended Life Battery retails for \$69.95. For more information on these and other great Seidio products, please visit 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.



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