



FOR IMMEDIATE RELEASE

SEIDIO RELEASES INNOCASE RUGGED

Houston, Texas – May 14, 2010 – Seidio, Inc., the leading manufacturer of premium Smartphone accessories, is pleased to announce the release of our Innocase Rugged for the Motorola Droid. This follows the release of our Innocase Rugged for the Blackberry Bold 9700 and the iPhone 3G and 3GS last month. The Innocase Rugged consists of the Innocase 360, and a Rugged Skin and Skeleton, which are paired together to provide two layers of protection for your phone. This is the only convertible case available; take your Innocase 360 anywhere and add the Rugged Skin if the need arises.

Your phone's protection begins with the Innocase 360, which is crafted from a hard yet flexible material that provides an amazingly thin layer of protection without adding the excessive bulk of other cases. For your Motorola Droid, the Innocase 360 has a high quality screen guard built-in to protect your touch screen from dirt and oil without interfering with the touch screen functionality.

For an extra layer of protection, we have created the Rugged Skin, which has been designed to fit over the Innocase 360 and a skeleton, which goes over the Rugged Skin. This skin covers the ports and camera to keep out dust and dirt but can easily be removed anytime you may want access to them. This skeleton provides rigidity on the back of your phone to dissipate the shocks, jolts and jarring your phone incurs. Once the Rugged Skin and Skeleton are installed, the phone's keyboard will not slide out.

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 be available in black. For more information on this 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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