



FOR IMMEDIATE RELEASE

SEIDIO RELEASES INNOCASE RUGGED

Houston, Texas – April 27th 2010 – Seidio, Inc., the leading manufacturer of premium Smartphone accessories, is pleased to announce the release of our Innocase Rugged for the BlackBerry Bold 9700 and the iPhone 3G and 3G S. The Innocase Rugged consists of the Innocase 360 and a Rugged Skin, which are paired together to provide two layers of protection for your phone. This case 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 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 BlackBerry, the Innocase 360 features a built-in, scratch-resistant screen guard and an updated clear keyboard cover that protects against dirt, dust, oils and is water resistant. The wide trackpad opening ensures unhindered navigation and precision cutouts for ports making your device hassle free. For your iPhone 3G or 3G S, 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. You can also easily locate your Home Button with the dipped indentation on the screen guard.

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 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 360 everywhere and add the Rugged Skin if the need arises.

The Innocase Rugged will begin shipping together with our Innocase Rugged Holster in the coming weeks 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 while also maintaining the BlackBerry Sleeper Function. 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.

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

###