



FOR IMMEDIATE RELEASE

SEIDIO ANNOUNCES NEW PRODUCT: THE INNOCASE SNAP™

Houston, Texas – September 9, 2009 – Seidio, Inc., the leading manufacturer of premium Smartphone accessories, is very excited to announce the release of our brand new product, the Innocase Snap™. It is the perfect solution for those who want premium protection and at the same time want to maintain the sleek look of their device.

The Innocase Snap™ is made from a high quality, lightweight polycarbonate plastic that won't crack or break. It simply "snaps" on, covering the back, sides, and bottom of your phone while adding very little bulk. The distinctive texture of the Innocase Snap™ gives it a unique style and our bold, vibrant color choices surely won't go unnoticed.

A clear film over the back opening of the Snap protects the Apple logo from getting scratched, and the soft felt lining on the interior provides additional protection for your phone. The Snap features our signature soft touch coating, which gives it a smooth feel and allows for easy insertion and removal from pockets without attracting lint. Precision cutouts offer full access to all ports and function keys, and the Snap is compatible with all of our Innodocks and Desktop Cradles.

Innocase Snap™ colors include Lemon, Magenta, Royal Blue, Amethyst, Autumn Gold, Cobalt Blue, and Black. Product for the Tour 9630 is available in Royal Blue and Black beginning today, September 9th and retails for \$19.95. Other colors and models will be available the week of September 18th. 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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