

press releases

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SPECK RELEASES ALL-NEW FITTED CASE FASHIONS FOR iPhone 3G AND 3GS

NEW PATTERNS IN PLAIDS, PINSTRIPES, ARGYLES, HOUNDSTOOTHS AND MORE NOW AVAILABLE

PALO ALTO, CA and SAN FRANCISCO, CA – MACWORLD EXPO — February 10, 2010 – Speck is broadening fashion-wrapped horizons for iPhone 3G and 3GS owners everywhere with eight awesome new patterns designed to meet the never-ending demand for unique, high-quality, personalized protection! Now, even the most selective iPhone aficionados can dress their device in that perfect look, while adding confidence to their outfit knowing their favorite on-the-go gadget is safely armed against accidents. For images, please visit: <http://www.speckproducts.com/content/new-cases-and-colors-for-iphone-3g>



"We aim to create case designs that will cause people to fall in love with their iPhone for a second time," said Irene Baran, CEO of Speck. "These new additions to our Fitted collection provides even more choices for more personalized pairings of style and protection."



For those who appreciate simplicity and a subtle, modest look, the new Fitted collection now includes Houndstooth Yellow and Houndstooth Gray. Tartan Plaid and VeryPlaid Pink are a neat throwback to Moorland, with a twist. LaserArgyle Coffee throws a bolt through the classic look, while AngleMash Pink and TechnoAngle Red blow out the speakers of tradition with completely new modern, technical patterns. Lastly, Speck's cool and original black-and-white "Headphones" print pattern is now available, and what Fitted wardrobe would be complete without classic Pinstripe, Tan Houndstooth and Black-and-White Plaid.



Road-tested Fitted hard-shell cases are durable, lightweight and easy to put on and take off. The design is slim and unobtrusive, featuring a sturdy front bezel for touchscreen protection and a genuine fabric wrapped hard shell back that enhances in-hand comfort and offers extra grip. All new Fitted cases are available for \$29.95 MSRP. For more information, please visit <http://www.speckproducts.com/products/fitted/iphone-3g-iphone-3gs/149>



Come see the new Fitted designs and all of Speck's other iPhone, iPod and MacBook cases, packs and bags at MacWorld 2010, booth S-1912 (inside the Dr. Bott area).