

## press releases

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### SPECK'S FIRST WAVE OF NEW CASES, SLEEVES AND SCREEN PROTECTION FOR iPad AVAILABLE NOW

**PALO ALTO, CA — April 15, 2010** – As eager Apple lovers unpack and fire up their iPad for the first time, Speck is filling retail and online store shelves with innovative cases, bags and other new solutions designed to keep the world's coolest new on-the-go gadget safely and stylishly protected. The first three offerings, the PixelShield sleeve, PixelSleeve Plus carrying case and Shieldview anti-glare protective screen films for iPad offer optimum screen and device protection yet boast distinct design features. For images, please visit: <http://www.speckproducts.com/content/products-for-ipad>.



“Our designers took an in-depth look at the iPad experience and crafted a complete portfolio of exceptionally thoughtful and stylish designs,” said Irene Baran, CEO of Speck. “We’ve taken many queues from the best aspects of our existing designs, as well as created fresh all-new products that are truly fitting for Apple’s ground-breaking iPad.”

#### PixelShield Carrying Sleeve with Durable Screen Protection Layer for iPad

New iPad owners can now find the PixelShield carrying sleeve with reinforced screen protection layer at Apple stores and other select retailers as well as at [speckproducts.com](http://speckproducts.com). With PixelShield, simply tuck your iPad into the soft, scratch-free micro-fleece lined interior, grab the built-in tote handle and go! Three layers of protection, including an integrated durable hard panel, help protect the iPad’s delicate glass touch screen from impacts, while the stretchy pixel-textured neoprene exterior snugly holds the iPad securely in place. Plus, the smart lay-flat design cuts time at airport security checkpoints while its lightweight construction keeps ideal for carrying iPad on its own, or for protecting it while in your bag, purse or briefcase. Available in red and black, the PixelShield for iPad is available for \$39.95 MSRP. For more information, please visit <http://www.speckproducts.com/products/pixelshield/ipad/224>.



**PixelSleeve Plus Reinforced Carrying Sleeve for iPad**

Featuring an extra-durable screen protection layer and a distinctive pixel-textured neoprene exterior, the PixelSleeve Plus carrying sleeve provides a cozy, protective home for your iPad and features a soft scratch-free micro-fleece interior lining. However, the devil (and guardian angel) is in the details. PixelSleeve Plus features a padded, zippered side entry and an integrated low-profile carry-handle for added convenience and comfort. And with the "Plus" comes a durable yet flexible reinforced inner layer that helps keep the iPad touch screen protected from knocks and bumps. Easy to stash and carry, PixelSleeve Plus also makes getting your iPad through airport security checkpoints a breeze. Available in black with gray lining, the PixelSleeve Plus for iPad is available for \$39.95 MSRP. For more information on PixelSleeve Plus, please visit <http://www.speckproducts.com/products/pixelsleeve-plus/ipad/226>.

**ShieldView Anti-Glare Protective Screen Films for iPad**

Speck entered the screen protection market last year with the introduction of CrispView screen cleaners. Now, Speck's new precise-fit ShieldView screen protectors help guard those sensitive iPad touch screens from scratches, scrapes and smudges so they always look their best and brightest. The anti-glare matte finish coating helps cut down on reflections for improved visibility and clarity. The non-adhesive protectors are easy to apply and remove as needed and come packaged in a re-sealable storage envelope. ShieldView for iPad includes two screen protector films and a cleaning cloth and will be available for \$24.95 MSRP. For more information, please visit: <http://www.speckproducts.com/products/shieldview/ipad/233>.

**CandyShell and Fitted Hard Shell Cases for iPad**

Exclusively available at Apple Retail and Online Store, shoppers will very soon see shelves stocked with NightShade Purple and Batwing Black editions of CandyShell cases for iPad, each featuring a sleek outer hard shell, rubberized insulating interior lining and a built-in flip-back panel to allow use with the iPad dock and keyboard. Also exclusive to Apple stores, iPad fans and fashionistas alike will soon have the opportunity to adorn and protect their devices with the upholstered look and comfortable feel of a fabric-wrapped Fitted hard shell case, available in Tartan Plaid Fadeaway Light Gray and Blue-Gray patterns. Additional Fitted patterns in Tartan Plaid White, Houndstooth Gray and Classic Plaid Pink and Gray will also be released shortly. Both CandyShell and Fitted cases for iPad will be available for \$49.95 MSRP in mid-April.



**SeeThru and SeeThru Satin Hard Shell Cases for iPad**

Speck has also re-imagined the original, ever-popular translucent SeeThru and soft-touch finish SeeThru Satin hard shell cases for the iPad. These flexible one-piece cases offer sleek, durable protection and seamless look, feel and functionality. Raised rubberized front bezel trim and button covers offer added protection, while the raised traction detail on the back of the case offers extra in-hand grip and non-skid use and stability. Plus, the built-in flip-back panel opens for use with the iPad dock and keyboard. SeeThru will be available in Clear, while SeeThru Satin will be available in Black, Blue and Purple, each for \$49.95 MSRP.

**PixelSkin for iPad**

With its signature gridded texture, the PixelSkin provides a super cool look and superior grip for the travelling iPad. Soft, rubbery materials wraps snugly around the iPad for top notch scratch and drop protection. The form fitting design still allows for ample access to all buttons, controls, sensors and connections. PixelSkin for iPad will come in Black, Green and Purple and each will be available for \$39.95 MSRP.

**Stay tuned... Speck will soon be releasing a number of additional new products for the iPad!**

For more information about iPad cases from Speck, please visit [www.speckproducts.com](http://www.speckproducts.com).