



Hard Candy Cases for MacBook Available Only at Apple

January 14, 2009, San Francisco, Ca. – Hard Candy Cases, an electronics accessory startup from veteran iPod accessory-maker Tim Hickman, announced today an exclusive deal to sell the new Bubble Shell line for MacBooks through the Apple Store® (www.apple.com), and at select Apple retail stores nationwide.

Hard Candy Cases for the new MacBook 13” unibody computer are available in three “candy-coated” colors – red, white and clear – for \$49.95, in select Apple retail stores now. The hard polycarbonate shells easily snap into place, and the unique molded-in bubble-design catches the light for a brilliant shine. The shells allow full access to all ports, and are fully vented for complete heat dissipation. Whether traveling cross-country or to the local coffee shop, Hard Candy Cases Bubble Shell design protects the computer body against scrapes and scratches without sacrificing the style for which MacBook users are accustomed.

“We are ecstatic about our partnership with the Apple Store to sell Hard Candy Cases exclusively at their retail locations and online,” says Tim Hickman, CEO of Hard Candy Cases. “We knew our designs were a great mix of style and protection, but when the most fashion-forward technology company reinforces that notion by stocking our products, it’s a huge honor and compliment to our team of talented designers, investors and business partners.”

“The existing hard shells are well-received and functional, but we thought there was room for innovation in design,” said David Adam, VP of Products and Hard Candy Cases head designer. “The bubble pattern adds texture, color and light reflection that is reminiscent of beautiful post-modern designs of the 1960’s.”

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About Hard Candy Cases

Founded in 2009, Danville, CA-based Hard Candy Cases is a new company from computer accessory veteran, Tim Hickman, who started and ran Speck Products. The company merges fashion and function to distinguish and protect mobile computers from the wear and tear of daily use. Additional product information can be found at <http://www.hardcandycases.com>.

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