



## **Silicon Valley Entrepreneurs Invest in New Computer Accessory Company Hard Candy Cases**

**January 5, 2010, San Francisco, Ca.** – Hard Candy Cases, led by computer accessory veteran Tim Hickman, formerly of Speck Products, announced today funding from prominent Silicon-Valley investors. From bytes to bits, software and Internet investors and entrepreneurs from Facebook, Google, Spinner, Meebo, Yahoo!, Perkins Coie and others now putting money into fashion-forward consumer products for netbooks and other popular mobile computers.

“We captured the attention of key investors in a very short amount of time due to the data supporting the future of netbook sales,” says Tim Hickman, CEO of Hard Candy Cases. “With \$150,000 in revenue in our first month, we see a huge consumer and retailer demand for fashion-forward protective netbook and MacBook products. As we introduce new designs and models in 2010, Hard Candy Cases is poised to become a leader in the computer accessories industry.”

Hard Candy Cases is the first company to design fashionable snap-on protective cases for the top-selling Asus and Acer netbook models. In addition, Hard Candy Cases is one of the first companies to create model-specific hard shells for the newest MacBook 13” and MacBook Pro 13” unibody computers. Additional designs and models for netbooks and MacBook computers will be introduced in Q1 2010. Hard Candy Cases can be ordered through [www.HardCandyCases.com](http://www.HardCandyCases.com) and netbook models are being sold through J&R, DataVision, Amazon and DBL Distributing.

Data shows that netbook sales will increase in 2010 and beyond, and Hard Candy Cases is at the forefront of this booming industry. Industry research from DisplaySearch states that netbook sales surged from \$285 million to \$3 billion in 2009, and according to VDC Market Research, 2010 sales will surpass \$33 billion. iSupply Research notes that Acer shipped 10.7 million units worldwide in Q4 2009, bringing them into the number two position in total PC units shipped. By early 2010, Hard Candy Cases will cover six of the top-selling netbooks (according to sales data on Amazon.com).

Hard Candy Cases angels and investors include a who's who of Silicon Valley entrepreneurs with direct ties to the technology industry.

Mark Albert - Perkins Coie

Buddy Arnheim - Perkins Coie

Michelle Beauchamp - Performing Artist in theater, television and film

Scott Epstein - Google, Meebo, Spinner

Josh Felsor - Freestyle Capital, Crackle, Spinner

Karl Jacob - Coveroo, Elixir Fund, Wallop

Benjamin Ling - Google, Facebook

Eckhart Walther - LiveOps, Yahoo!, Netscape

"Investors liked this business because of the huge, unmet consumer demand for hard shell cases," said Scott Epstein, a Hard Candy Cases investor and veteran consumer marketer, "What clinched the deal is Tim himself, who built a multi-million dollar accessory business from scratch and who, we believe, can handily do it again."

### **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 information can be found at <http://www.hardcandycases.com>.

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