



**HARD CANDY CASES HAVE NEW MACBOOKS  
COVERED IN SLEEK STYLE FOR THE HOLIDAYS WITH  
SWEET, NEW BUBBLE SHELL PROTECTION**

**December 2, 2009, San Francisco, Ca.** – Hard Candy Cases, an electronics accessory startup from veteran iPod accessory-maker Tim Hickman, former GM of Speck Products, introduces the first hard-shell protective cases for the newest Apple MacBook 13” polycarbonate unibody. This news follows the announcement that Hard Candy Cases is also the first to bring to market hard shell cases for netbook computers, an expected multi-million dollar market.

“Hard Candy Cases is the first company to create model-specific protective outerwear for the recently announced MacBook 13” computers, even beating to market computer accessory company Incase,” says Tim Hickman, CEO of Hard Candy Cases. “For MacBook shoppers looking for style and reliability, Hard Candy Cases is the must-have accessory to protect their recent holiday purchase.”

Hard Candy Cases are available in six mouth-watering colors – black, blue, red, pink, white and clear – complete with a molded-in bubble design. With models created specifically for the new MacBook 13” and MacBook Pro 13”, the polycarbonate shell snaps on securely and stays put even through repeated handling. The model-specific cases offer complete access to all batteries and ports and are fully vented for total heat dissipation. First available this week at [HardCandyCases.com](http://HardCandyCases.com), Bubble Shells for MacBooks have a retail price of \$49.95 USD. Additional models, including a ruggedized design, will be introduced in the coming months.

Also available at [HardCandyCases.com](http://HardCandyCases.com), and coming soon to retailers nationwide, Hard Candy Cases has crafted bubble shell protection for top-selling netbooks – the Asus Eee PC 10.1” and the Acer Aspire One 10.1”. These stylish and protective shells are available for \$34.95 USD.

**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>.

####

For media inquiries and product samples, please contact:  
Debbie Park  
p. 720-224-2424  
e. Debbie (a) HardCandyCases.com

Sales and retailer inquiries can be directed to:  
e. Sales (a) HardCandyCases.com