



**HARD CANDY CASES INTRODUCES
THE FIRST PROTECTIVE HARD SHELL CASES FOR NETBOOKS,
AVAILABLE IN TIME FOR THE HOLIDAYS**

November 23, 2009, San Francisco, Ca. – Hard Candy Cases, led by the founder of accessory-maker Speck Products Tim Hickman, announced today the availability of the first hard-shell protective cases for netbooks, meeting consumer demand in the rapidly expanding mobile computer category. Over the course of the next year, Hard Candy Cases will be releasing several new products to support the increasing number of new netbooks flooding the marketplace.

Industry research from DisplaySearch shows that netbook sales surged from \$285 million to \$3 billion in 2009, and according to VDC, 2010 sales will surpass \$33 billion. Major retailers, such as Best Buy and Office Depot, will be using netbooks as “loss leaders” on Black Friday and throughout the gift-giving season. Retailers are looking to offset losses with high-margin accessories, such as cases.

The first two models, available online at HardCandyCases.com, and at major retailers nationwide in time for the holiday gift-giving season, are crafted for top-selling netbooks – the Asus Eee PC 10.1” (model #HCC-BS-ASUS) and the Acer Aspire One 10.1 (model #HCC-BS-ACER). The suggested retail price (MSRP) is \$34.95 USD. By January 2010, Hard Candy Cases will cover six of the top 10 top selling netbooks, according to sales data from Amazon.com.

“With netbook sales expected to skyrocket over the next few months, we saw an opportunity to bring to market accessories that complement the mobile computer user’s lifestyle,” said Tim Hickman, CEO of Hard Candy Cases. “Because netbooks are taken everywhere and more often thrown into backpacks or purses than padded briefcases, we created Hard Candy Cases to protect from daily wear and tear, while remaining stylish for people on the go.”

Merging fashion with function, Hard Candy Cases are designed in six colors – black, blue, red, pink, white and clear – all featuring a stylized bubble texture detail with complete access to all batteries and ports. The polycarbonate shell snaps on snug and secure, protecting netbooks from heavy use and daily wear and tear. The underside of the case is fully vented for complete heat dissipation, while rubber feet add friction and stability on smooth surfaces.

About Hard Candy Cases:

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

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