

FOR IMMEDIATE RELEASE:



HARD CANDY CASES ANNOUNCES NEW LINE OF IPAD CASES

Engineered Features Allow Cases to be First to Market

February 8, 2010, San Francisco, Ca. – Hard Candy Cases, a recent entrant into the Apple accessory market, announced today a new line of cases designed for the iPad. The distinctive line of cases will debut in March, timed to the iPad sales launch.

“Unique to Hard Candy Cases, all of our designs - even the hard shells - feature rubber bumpers that are crafted to add premium protection, look cool and also allow us to start the expensive tooling process now, before the final iPad is available to measure,” said Tim Hickman, CEO of Hard Candy Cases and former GM of Speck Products. “If the production of iPads are even a millimeter bigger or smaller, we can simply adjust these bumpers to fit the product’s exact specifications. That’s why we are going to be first to market with a quality product that is perfectly in tune with the iPad.”

As functional for coffee shops as cross-country travel and boardroom meetings, Hard Candy Cases full line of iPad-inspired protective cases all stand unique with shock absorbing corners and feature integrated lids to protect the fragile Multi-Touch screen. The spectrum of new iPad cases ranges from sleek and sophisticated to bold and rugged, while respecting the look of the iPad. Cases can be pre-ordered at www.HardCandyCases.com, and featured models include:

iPad Sleek Skin (\$34.95 SRP)

- Sleek, rubberized form factor made with high quality TPU rubber
- Integrated screen cover for complete iPad protection
- Classic, eye-catching design



iPad Rubber Protect (\$39.95 SRP)

- Rubberized, ruggedized form factor made with high quality TPU
- Integrated screen cover for complete protection
- Full access to all outputs, docks and controls



iPad Bubble Sleeve (\$44.95 SRP)

- The ultimate rigid EVA-molded alternative to neoprene sleeves
- Interior shock absorbing molded rubber bumpers
- Able to handle the elements, bumps and scratches



iPad Hard Shell (\$44.95 SRP)

- Smooth and sleek, form-fitting polycarbonate hard case
- Shock absorbing, interior molded rubber bumpers for stability and snug fit
- Snap-on screen lid to protect the iPad's Multi-Touch display



iPad Hard Sleeve (\$44.95 SRP)

- The ultimate rigid EVA-molded alternative to neoprene sleeves
- Interior shock absorbing molded rubber bumpers
- Able to handle the elements, bumps and scratches



About Hard Candy Cases:

Founded in 2009, Danville, CA-based Hard Candy Cases is a startup from computer accessory veteran Tim Hickman, former GM of Speck Products. The company merges fashion and function to distinguish and protect mobile computers from the wear and tear of daily use. Hard Candy Cases is one of the fastest growing brands in the Apple accessories industry with premium shelf space in major retailers including The Apple Store™ and distribution in Singapore, Mexico, Saudi Arabia, South Africa, France, Puerto Rico, Thailand, Indonesia, Ireland, UK and Malaysia, among others. Additional information can be found at <http://www.hardcandycases.com>.

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