

FOR IMMEDIATE RELEASE

Contact: Matthew Olivolo | Director of Public Relations, Mobile Edge | 714-399-1410 | mo@mobileedge.com

WHY SHOULD WOMEN CARRY MEN'S BAGGAGE?

Thanks to Mobile Edge and their new Geneva Notebook Cases, they don't have to

ANAHEIM, CA, — Feb. 2, 2006 - Mobile Edge, the premiere designer of stylish carrying cases for your portable computer, introduced the Geneva Tote just in time for the holidays. The chic Geneva comes in two styles; a smaller size designed for 15.4" computers, and a larger size for notebooks with up to 17" screens. The Geneva Tote was specifically designed for women, by women and incorporates niceties not found in most notebook cases typically designed for men.

As with all Mobile Edge products, the stylish Geneva handbag provides protection for laptops with a dedicated SafetyCell™ Computer Compartment that delivers improved "object deceleration" via independent foam cells that absorb and dissipate shocks. Their exclusive Zinc lined Wireless Security Shield™ accessories pocket employs technology developed by NASA to isolate Bluetooth enabled cell phones and PDAs from hackers illegally accessing your data through Blue Snarfing, or Bluebugging, as in the case of Paris Hilton.

The Geneva also comes with a convenient removable wristlet that's ideal for cosmetics, computer accessories or other small necessities. The Geneva was designed to enable women to consolidate their handbag, briefcase and notebook carrying case into one stylish tote that fits easily into airplane overheads or under seats. When the traveler arrives at her destination, she may remove her notebook within the detachable SafetyCell™ and continue on with all necessities still safely ensconced in her Geneva tote.



"Our design team was inspired by today's European fashion sense, and has integrated those styles into the brilliant Geneva creation," explained Lewis Lustman, director of marketing for Mobile Edge.

The sleek Geneva tote has a tailored design with a single leather outer flap covering three gusseted pockets discretely tucked behind and is held shut by low frequency magnets. These outboard pockets offer protection yet are easily accessed, ideal for carrying travel documents. The non-slip shoulder straps are flattened near the top to keep the tote from sliding off the shoulder. For added strength and durability, the shoulder strap placement points are double stitched and riveted. Other added amenities are: external cell phone pocket, zippered inside pocket for airline tickets, and a thoughtful lipstick/mascara holder.

- more -

The Geneva Tote now increases Mobile Edge's women's line options to 19 different styles and 37 different variations of fabrics and colors such as chocolate suede, black Faux-Croc, pink suede, brown leather, pink leather, and red leather just to name a few. Additionally, Mobile Edge has partnered with the Susan G. Komen Foundation, and offers the "Caring Case Collection" while donating 10 percent of sales of their Komen line towards their noteworthy foundation.

The Geneva Tote is now available and has an SRP of \$99.99 for the smaller version Model: MEGN1S, or \$119.99 for the large version Model: MEGN1L.

Mobile Edge is expanding the carrying case category by offering new, innovative and fresh designs that fuse fashion trends with form and function, creating a brand that makes a statement about today's business and lifestyle consumers.

For more information about Mobile Edge's full line of women's totes and other products designed for the mobile lifestyle, please visit the company online at www.mobileedge.com.

About Mobile Edge

Mobile Edge is the premiere designer of innovative and stylish cases for portable computers. The company is committed to the highest quality standards in every case that it produces, from ladies carrying cases, messenger bags, briefcases, and backpacks to the V-Load™ vertical series and TechStyle™ series. Leading computer manufacturers continue to rely on Mobile Edge to design and build custom OEM cases for their products. The company offers the strongest Lifetime Warranty in the industry on its entire product line. For more information visit Mobile Edge at www.mobileedge.com or call Matthew Olivolo at 714-399-1410.