

MOBILE EDGE INTRODUCES HIPSTER LAPTOP BAG FOR VALENTINE'S DAY

Vertical messenger bag comes with matching removable laptop sleeve

ANAHEIM, Calif., – Feb.6, 2008 – Mobile Edge, the industry leader in innovative and stylish laptop computer carrying cases and accessories, released a ladies vertical messenger bag just in time for **Valentine's Day**. The new CuteBug Hipster designed by Chicago based firm, Maddie Powers, used authentic pulp icon images from the 1940's and 50's and accented each case with a pair of "Lucky Seven" dice. This stylish new case delivers just what women have asked for, a light-weight stylish laptop bag that is easy to carry and protects their laptop.

This simplistic yet sassy design coupled with vintage images make the Hipster stand apart from everyday boring laptop cases, blending the glamour of yesterday's Hollywood starlets with today's mobile lifestyle.

This convenient case is easy to carry and comes with a matching removable neoprene laptop sleeve which will accommodate laptops with screens up to 14.1".

"Mobile Edge is known as the pioneer of stylish laptop bags designed specifically for women," said Jay G. Moore, designer and founder of Maddie Powers. "Everyone needs a laptop bag today and I wanted my lines to bring as much fun to the industry as possible."



"We are taking our CuteBug Collection to the next level. This fun design rounds out the CuteBug line giving our customers exactly what they asked for, a stylish light-weight yet durable laptop bag that stands out from the crowd," said Chuck Gangi, VP Sales, Mobile Edge.

The Pink Hipster model: MP-CHB01 carries a suggested retail price of \$69.99 and is now available. Later this spring, two new colors will be added to the Collection, Black with Yellow trim and Hunter Green with Yellow trim.

Mobile Edge continues to expand the carrying case category by offering new, innovative and smart designs that fuse fashion trends with form and function, creating a brand that makes a positive statement about today's mobile computing lifestyle.

About Mobile Edge

Mobile Edge is the industry leader of innovative and stylish laptop computer carrying cases and accessories. 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 men's V-Load™ vertical series and TechStyle™ series. Leading computer manufacturers continue to rely on the company to design and build custom OEM cases for their products. The company offers the strongest Lifetime Warranty in the industry on its entire carrying case line.

www.MobileEdge.com.