

## FOR IMMEDIATE RELEASE

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### Mobile Edge launches chic collection of women's laptop bags *The Element Collection brings life to stale category*

**ANAHEIM, Calif.**, - October 14, 2008 - Mobile Edge, the industry leader in innovative and stylish laptop computer carrying cases and accessories, expands the laptop bag category once again with its new Element Collection.

Designed for women by women, the Element Briefcase may be the most versatile women's laptop case ever introduced. The rich poly-suede and faux-leather exterior is highlighted by a bright color-accented satin interior lining. But the Element is more than just good looks. Inside you'll find superior laptop protection in a dedicated padded computer section.

Two additional zippered compartments provide space for files, magazines and travel accessories. Our exclusive Wireless Security Shield™ accessory pocket keeps your Bluetooth phone or PDA safe from spam, hackers and viruses. A removable matching accessory clutch will conveniently hold your personal items. Exterior pockets offer quick access to your phone, plane tickets and reading material and a detachable padded shoulder strap complete this perfect travel companion.



“The perfect combination of fashion and function, our new Element Briefcase is the ideal case for women on the go.” explained Chuck Gangi, VP of Sales, Mobile Edge. “Great looks, high-end features, our dedication to quality, and a lifetime warranty make the Element the case for every occasion.”

Available in three color combinations, forest green suede model: MESBC9, pink suede model: MESBCX and brown suede model: MESBC8 all accented with brown trim available now at select resellers for \$89.99.

Mobile Edge continues to expand the laptop 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 in innovative and stylish laptop computer carrying cases and accessories for the mobile lifestyle. 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 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 carrying case line. For more information visit Mobile Edge online at [www.MobileEdge.com](http://www.MobileEdge.com).