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Sumo Ships the Next Generation of Folding Furniture Cubes

Innovative Folding Cubes come in Fun Colors

SAN FRANCISCO, Calif., - Oct. 21, 2009 - Sumo, a Mobile Edge, LLC Company, announces the launch of the next generation of our Foldable Furniture Cubes for the children's market.



The Sumo Cube collection is now available in four sizes and six colors. With the success of our 18-inch Cube we have now added a 14-inch size offering even more decorating flexibility. And, just for fun, we've added a 6-inch & 4-inch size for smaller items to be used on a dresser or desktop.

"The Sumo product image, color and design translates well to the kids market" said David Cartwright, President and CEO of Mobile Edge, LLC, "we've taken a simple design and made it colorful and fun, offering a furniture quality solution that fits with a child's room décor."

Sumo has applied the same fresh approach it has taken in its lifestyle carrying cases to the kids market. Sumo has built a quality folding storage solution that is made of furniture quality fiberboard covered in a highly durable fabric, which offers storage space in a fun, colorful cube that will enhance any décor. The product has been enhanced with silicone-lined cutouts for ventilation and easy carrying, and all materials have been tested and certified to meet all current USA Safety Compliance Standards.

"The children's market is a natural extension for Sumo" said Jim Hart, Sumo's Founder, "our distinctive logo is always well received, and fits perfectly into this channel. Our co-marketing relationships, along with the additional characters and story lines that are in development, will help us grow in this channel for years to come."

The Sumo brand is well known for our Tough Love approach to design, offering innovative color options in alternative materials. Our San Francisco roots keep us on the leading edge of the latest consumer product trends. Our brand is quirky, funny, and resonates emotion with our customers. Our products are tough, unique, and fresh.

About Sumo

Sumo is a San Francisco Bay Area original brand founded by Jim Hart, a consumer products industry veteran. Having established a strong following in the computer, fashion and travel marketplace Sumo is focused on lifestyle, fashion forward products that break the mold and offer alternatives to the boring and mundane. Mobile Edge, LLC of Anaheim, CA acquired sumo in July 2009. Jim Hart remains as Vice President and General Manager of the Sumo brand. Visit Sumo on the web at: www.sumolifestyle.com.