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The Next Evolution of Computer Backpacks by Mobile Edge

Years of actual user feedback result in the ultimate backpack

ANAHEIM, Calif., - June 9, 2010 - Mobile Edge, the market leader in innovative and stylish laptop computer carrying cases and accessories, has unveiled the next generation of computer backpacks. The Mobile Edge EVO Backpack is a result of years of customer research and end-user feedback. Just in time for the Back-to-School season, the new EVO Backpacks are the perfect combination of ergonomic design, quality and value.

The innovative EVO backpack is designed to protect all the popular models of wide-screen laptops up to 16", as well as many 17" models like the 17" MacBook Pros. The EVO features sixteen interior and exterior pockets for all your travel accessories and personal items. A new interior workstation was added to hold popular sized memory cards, flash drives, business cards, pens and pencils, plus a media pocket for your iPod or MP3 player.

"We are very excited to add the new EVO Backpack to our growing product assortment," said G. David Cartwright, President & CEO, Mobile Edge. "After years of analyzing customer feedback we have built what just may be the perfect computer backpack."

Another Mobile Edge exclusive feature is their Cool-Mesh padded back-panel and shoulder straps designed for user comfort over prolonged use. A ruggedized bottom panel was added to protect the backpack from moisture, dirt and grime and for overall durability.

The EVO also features a clever zip-open water bottle carrier that will hold various size liquids - a key request among backpack users. Topped off with great styling, quality construction and backed by a lifetime warranty, the EVO Backpack may be the last backpack you will ever need!



The feature-rich EVO Backpack is available in four accent trim colors: Black with a Silver Reflective trim, Black with Yellow trim, Black with Blue trim and Black with Red trim. The EVO Backpacks begin shipping this week and carry an SRP of \$79.99.

Mobile Edge and Sumo continue 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 & Sumo

Mobile Edge is the industry leader in innovative and stylish laptop computer carrying cases and travel accessories. The company is committed to the highest quality standards in every case that it produces, from women's briefcases, portfolios and totes, to men's messenger bags, backpacks, Netbook cases and their new *ScanFast™* Checkpoint Friendly Laptop Collection. Recently acquired Sumo is a lifestyle brand with San Francisco roots focused on fashion forward products that break the mold and offer alternatives to the boring and mundane. Both Mobile Edge and Sumo offer the strongest product warranty in the industry. Available online at mobileedge.com and sumolifestyle.com.