

## FOR IMMEDIATE RELEASE

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### **Playful iPad Sleeves by Sumo** *Camo and Graffiti iPad Sleeves ideal for traveling*

**ANAHEIM, Calif., - Aug. 10, 2010** - Mobile Edge, the market leader in innovative and stylish laptop computer carrying cases and accessories, has released six new iPad Sleeves under its Sumo brand. The stylish and fun neoprene sleeves are designed specifically to cradle Apple iPads from bumps and scratches while on the road.

“Staying up to date with new products like the Apple iPad is essential,” said G. David Cartwright, President & CEO, Mobile Edge. “This new Collection of iPad cases compliments our collection of Netbook and laptop cases and is a natural extension of our Apple oriented Sumo product line.”

This new iPad Sleeve Collection is both innovative and sleek akin to the iPad. The soft padded neoprene material acts as a cushion protecting the large Multi-Touch screen. The Apple iPad easily slides into the pliable neoprene for quick storage.

“Sumo’s designs are all about being fun and edgy, we provide a simple and stylish solution that complements the iPad,” said Jim Hart, Sumo’s co-founder. “The iPad consumer wants protection, but is also looking for a travel case as individual as they are, Sumo fills that need.”



The Sumo iPad Collection comes in two pattern styles, each with three color schemes; Camo: Red, Black and Green, Graffiti: Pink, Black and Pink, all with an SRP of \$19.99 and each backed by a Lifetime Warranty.

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](http://mobileedge.com) and [sumolifestyle.com](http://sumolifestyle.com).