

## FOR IMMEDIATE RELEASE

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### Alienware gaming laptop cases unveiled at CES

*New M11x, M14x, M17x and M18x cases now offered*

**CES, Las Vegas, – Jan. 10, 2012 –** Mobile Edge, the industry leader in innovative and stylish laptop computer carrying cases and accessories is the exclusive laptop case supplier for Alienware. The Team at Mobile Edge worked with Alienware designers to create a fresh new line of cases for the M11x, M14x and M18x gaming laptops. These new cases add to the existing M17x Orion Messenger Bag and Backpack Collection.

Alienware has redefined mobile gaming with four powerful laptops, including the M18x, M17x, M14x, and the enhanced M11x. Mobile Edge has developed specific laptop cases for each size blending laptop protection with gamer style.



“Our design team worked in tandem with Alienware designers to create a collection of laptop cases ideally suited for Alienware gaming enthusiasts,” said G. David Cartwright, President & CEO, Mobile Edge. “We are very proud of our relationship with Alienware and look forward to expanding our product line in the gaming category.”

For the M11x, there are two durable cases offered. The sleek M11x Neoprene Sleeve has easy access carrying handles and an outside zippered compartment for accessories. The semi-rigid M11x Portfolio is ideal for travel with a unique design that allows you to use the laptop while still inside the case. The all new M14x has three case options which include the M14x Neoprene sleeve, the Orion Messenger Bag and Orion Backpack. Both the Messenger Bag and Backpack are ScanFast™ and TSA compliant, so your gaming system will remain safe and secure when going through airport security checkpoints.

The most powerful portable gaming system on the planet, the M18x needed a case that not only provided protection but was strong enough to handle the additional weight of the 18” laptop. Mobile Edge used special materials and reinforced stress points to compensate for the weight of the goliath M18x, yet still make it comfortable to travel with on a daily basis. Both the Orion Messenger Bag and Backpack are ScanFast™ and TSA compliant ready for enhanced mobility.

In addition to the new existing collection cases, Mobile Edge is introducing a special edition Orion Tactical Backpack and Briefcase for the best selling M17x laptop. The new Tactical Backpack and Briefcase will feature a unique ‘night’ camo pattern and contain all the features of the standard Orion Backpack.



The entire line of Alienware gaming laptop cases are now available via [Dell.com](http://Dell.com), [Mobileedge.com](http://Mobileedge.com) and Alienware resellers. Suggested retail pricing for the line are as follows: M11x Neoprene Sleeve (AWNS01) - SRP \$24.99, M11x Portfolio (AWP01) - SRP \$39.99, M14x Neoprene Sleeve (AWNS14) - SRP \$29.99, M14x Orion Backpack (AWBP14) - SRP \$99.99, M14x Orion Messenger Bag (AWMC14) - SRP \$99.99, M18x Orion Backpack (AWBP18) SRP \$119.99 and the M18x Orion Messenger Bag (AWMC18) - SRP \$119.99. All Alienware cases are backed by the Mobile Edge Lifetime Warranty.

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

#### About Dell

Dell (NASDAQ: DELL) listens to its customers and uses that insight to make technology simpler and create innovative solutions that simplify daily activities and help people stay, entertained, connected and in touch. Learn more at [dell.com](http://dell.com).

#### About Mobile Edge

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. Leading computer manufacturers continue to rely on Mobile Edge to design and build custom OEM cases for their products. Sumo Cases round out the Mobile Edge Collection offering bold alternatives to the traditional boring laptop bags. The company offers the strongest product warranty in the industry on its entire carrying case line. Learn more at [mobileedge.com](http://mobileedge.com) and [sumocases.com](http://sumocases.com).