



March 23, 2012 Pasadena, CA - **PUREGEAR OPENS MOBILE ACCESSORY FLAGSHIP STORE IN PASADENA, MAKING MOBILE TRULY MOBILE®**

Today, the very first PureGear Mobile Accessory Store opened in Pasadena. Geared towards the on-the-go consumer looking for smart mobile phone accessories to simplify their life, PureGear combines innovative designs with added functions and features at an affordable price. PureGear products are designed to free your hands, time and mind — with product features like added shock absorption material on the DualTek Extreme Shock Case for accidental drops, a unique PX360 Extreme Protection System Case with carabiner to prevent against lose, and the easiest and most protective roll-on screen shield on the market today.

“Whether you’re a traveling business professional, multi-tasking parent, active adventurer or all, it’s our goal at PureGear is to continually look for new innovative and sensible ways to enhance your mobile device experience.” says Mike Cavanah, President of PureGear. “And, we are thrilled to open our very first store for consumers to experience the quality and designs of our products firsthand.”

PureGear’s product lineup includes cases, headsets with in-line mics, screen shield protection, chargers and cables with products available for Apple, Blackberry, Motorola, Samsung and others. The store will also offer phone repair services.

Store location: 1715 E. Colorado Blvd. Pasadena CA 91106

Store Hours: M-Sat 11AM – 7PM, Sun 11AM -5PM

For more information or to buy product online, visit www.pure-gear.com.

At PureGear, we believe that wireless technology should simplify your life, not weigh it down. This is why we design reliable mobile device accessories that complement today's demanding, on-the-go lifestyles. Our products are designed with added features and benefits that make sense – for work or play. We're also committed to providing you with premium quality at an affordable price. After all, we understand that devices change faster than your kids' favorite toys, the latest diet fads...possibly even the stock market. With this in mind, it is our goal at PureGear to simply enrich your everyday mobile life experiences while respecting your wallet and our world.