



## PUREGEAR UNVEILS THE PUREMOVE™ ARMBAND AS PART OF OUR INNOVATIVE NEW PRODUCT LINEUP AT CES 2014.

**[December 11, 2013] Irwindale, CA** – To us, nothing says “happy new year” like CES. As everyone else gets ready for the holidays, we’re prepping to unveil our newest offerings, and check out the latest and greatest tech gear and gadgets at CES 2014. Join us from January 7-10 at the Las Vegas Convention Center in the North Hall, iLounge, Booth #6406 – we’ve got lots of exciting new product offerings and giveaways planned!

### **PUREMOVE™ FOR iPhone 5S/5/5c (MSRP: \$49.99)**

What’s the best way to stick with your New Year’s fitness resolutions? How about a mobile device accessory that allows you to securely wear your smartphone on your arm? This was the inspiration for our newest offering, and it’s one we can’t stop talking about – PureMove. This premium accessory allows your phone to be securely snapped in for direct screen interaction unlike other armband products on the market. It features a moisture-wicking, washable band that’s antibacterial and odor-free, and includes a reflective design and cord keeper that prevents ear bud cords from getting in the way of your workout. Check out the Black/Green and Black/Pink versions at our booth at CES, or order your own Black/Green PureMove after March 1, 2014. The Black/Pink PureMove will be available to wholesale buyers on a special order basis.

### **PURETEK™ ROLL-ON SCREEN SHIELD KIT FOR IPAD (MSRP: IPAD AIR - \$34.99, IPAD MINI - \$29.99)**

If you’re looking to keep your new iPad Air or iPad Mini screens pristine, PureGear has just the thing. For those in the know, tablet screen shields can be especially challenging to apply. Our new PureTek™ Roll-On Screen Shield Kit has been designed with a patented tray and roller that make the application process easier than ever. Choose from a variety of sizes, as well as anti-fingerprint or antiglare materials, that are perfectly suited for your new tablet. PureTek is also available for various mobile phone devices with a new improved design that will be showcased at CES. You’ll never have to deal with misalignments, bubbles, dust or hassles again. It’s Unmistakably Easy.™

### **PUREGEAR BOOTH ACTIVITIES**

Will you be coming to CES? Every day at 2:30pm during the first three days of the show, we’ll be holding an Amazing Race competition at the PureGear booth. Watch people compete to be the first to solve the maze on the back of the “Amazing” Retro Game Case – or try it yourself! The winner will receive a free “Amazing” Retro Game Case of his or her very own. Catch up with PureGear’s brand ambassadors at the show, and you could possibly score some free stuff. We’ll be handing out 2,000 Slim Shell cases for iPhone 5S/5, as well as reusable tote bags while supplies last. Don’t have an iPhone 5S/5 yet? We’re also giving away free vouchers good for 50% off your next purchase at pure-gear.com.

### **ABOUT PUREGEAR**

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.