



PUREGEAR LAUNCHES THE PURETEK™ ROLL-ON SCREEN SHIELD KIT, FOR ULTIMATE SCREEN PROTECTION MADE SIMPLE.

[December 20, 2011] Irwindale, CA – PureGear is pleased to announce the launch of the PureTek Roll-On Screen Shield Kit, the first product of its kind to offer ultimate device protection made simple with a patented application tray and roller. This versatile kit effectively reduces the hassle of installing a screen protector on your phone, by allowing you to pop your phone into the tray and slide the roller for an instant, easy and flawless application.

The PureTek Roll-On Screen Shield Kit features an error-free application tray that ensures perfect alignment every time – with no bubbles, dust or headaches. In addition to the tray, the kit includes a screen shield, application roller and microfiber cleaning cloth. Refill screen shields may be purchased separately, and used with the same applicator tray. The PureTek Roll-On Screen Shield Kit is compatible with a wide range of devices, for Apple, Motorola, Samsung, HTC, and Nokia. At a reasonable MSRP of \$24.99, the PureTek Roll-On Screen Shield Kit simply makes sense.

“Applying a screen shield to your mobile device should be easy,” says Mike Cavanah, President of PureGear. “That’s why we designed the PureTek Roll-On Screen Shield Kit to deliver versatility and ease of use. The shield goes on right the first time, and stays in place to protect your device. It’s that simple.”

PureGear offers a full range of mobile device accessory products that enable you to Protect, Listen, Power and Connect, in order to free your hands, time and mind. Available at select retailers, including our flagship retail store on 1715 E. Colorado Blvd., Pasadena, CA, 91106. For more information or to purchase product online, please visit www.pure-gear.com.

To follow PureGear’s latest news and updates, stay tuned for regular updates and announcements on our blog at <http://blog.pure-gear.com>, or check us out on Facebook at www.facebook.com/puregear, Twitter at <http://www.twitter.com/puregear>, YouTube at www.youtube.com/puregeartv and Pinterest at <http://pinterest.com/puregear>.

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.