



HIGH-TECH MEETS LOW-TECH WITH PUREGEAR'S NEW RETRO GAME CASES.

[January 4, 2013] Irwindale, CA – At PureGear, we're adding a mind-bending twist to our latest offerings on display at the biggest consumer electronics show in the world! This January, we're unveiling a playful new line of iPhone 5 game cases at the 2013 International CES in Las Vegas. Each case features a built-in, retro puzzle-like game on the back. We like to think of it as equal parts conversation-starter, playful design element and diversion. The cases come in three varieties: "Groovy", "aMAZEing" and "Undecided".

GROOVY

"Groovy" doubles as an iPhone 5 case and a hypnotic, concentric maze in vibrant shades of blue and green. It's as addictive as your favorite game apps – and extremely handy in situations where reception is spotty or your battery is low.

aMAZEing

"aMAZEing" features a traditional labyrinth-style maze in hues of turquoise and red. Whether you enjoy it yourself or share it with a friend or child, it's great to play on a plane, in a waiting room, or anytime you want to experience life before the digital age.

UNDECIDED

"Undecided" combines the best of retro favorites like Pinball and the Magic 8 Ball in enticing shades of orange and pink. Ask it a question, and the ball will land on "yes" or "no". It's a great party game, and is indispensable on days when you've forgotten to charge your phone.

Want to see them in person? Visit our booth #6006 in the North Hall, iLounge to view and review each retro game case. They'll be coming soon in 2013. In addition to these top picks, we'll be featuring a broad selection of mobile device accessory products that let you Protect, Listen, Power and Connect, to add enhanced functionality and fun to the already amazing iPhone 5. 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.