



## PUREGEAR LAUNCHES THE SLIM SHELL, A SMARTPHONE CASE WITH FLAVOR.

**[May 18, 2012] Irwindale, CA** – Now you can choose a smartphone case that’s as tempting as your favorite flavor with the PureGear Slim Shell collection. These sleek cases enable you to protect your mobile device and make an appealing personal style statement, while enjoying streamlined design and functionality.

The Slim Shell is offered for iPhone 4S/4 and coming soon for Samsung Galaxy SIII, and comes in a range of mouthwatering colors that include Vanilla Bean, Black Tea, Coconut Jelly (clear), Blueberry Cream, Raspberry Melon, Mandarin Orange, Strawberry Rhubarb, Passion Fruit, and Pistachio Mint. Its simple, one-piece design incorporates flexible rubber and durable polycarbonate that is easy to snap on and off, while protecting against the daily wear and tear that devices face when being carried in backpacks, purses, pockets, and more. At a reasonable MSRP of \$24.99, the Slim Shell is a tasteful and practical upgrade to your mobile device experience.

“Now consumers who fell in love with the streamlined design of iPhone or Galaxy SIII don’t have to compromise on aesthetics or functionality when they choose a case,” says Mike Cavanah, President of PureGear. “The Slim Shell comes in a delectable assortment of colors that lets you choose your flavor, while offering reliable, quality construction that can protect your device from the effects of daily wear and tear.”

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](http://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](http://www.facebook.com/puregear), Twitter at <http://www.twitter.com/puregear>, YouTube at [www.youtube.com/puregeartv](http://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.