



## Case-mate Introduces Diamonds And Carbon Fiber Leather At MacWorld

For Immediate Release

ATLANTA/EWORLDWIRE/Jan. 14, 2008 --- Case-mate will be launching the world's first diamond iPhone case at MacWorld 2008 in San Francisco. The Case-mate Diamond Case is handcrafted with 42 diamonds (3.5 carats) set in 18K gold, embedded in a rare gold carbon fiber leather case. With VVS1 clarity and H color, these diamonds are superior in quality. Complete with an 18K gold emblem, the Case-mate Diamond Case is truly a one of a kind. One lucky visitor to Booth #S-1912 will win this \$20,000 case at MacWorld this week. A limited quantity is also available for purchase online at '<http://www.case-mate.com>'.

Case-mate will also be launching the Carbon Fiber Case, a limited edition line of cases crafted of premium carbon fiber leather. Case-mate worked closely with its tanneries to develop a technique for the introduction of planar carbon into the structure of leather. The Carbon acts as a lubricant, enhancing the softness of the leather. The end result is the ultra-luxurious Carbon Fiber leather. Complete with screen protection and an injection molded plastic shell, the case offers the superior protection and function that Case-mate is known for, with a style that truly stands out in a crowd.

Shashi Reddy, Case-mate's CEO, says, "Being loyal Mac users ourselves, we strive to bring the best materials and workmanship to all Mac, iPhone and iPod accessories. Carbon Fiber Leather is an example of this. Until now this material was used only in high-end aftermarket cars (Techart Porsche) or very high-end cell phones (Vertu). We are excited to bring this special leather to the Mac community." The Carbon Fiber Case is available for the iPhone, the iPod Touch, the Classic iPod (80G & 160G) and as a MacBook Suit. It will be sold for a limited time only and can be preordered at '<http://www.case-mate.com>'.

Case-mate.com offers a wide selection of premium form-fit leather cases, holsters and accessories for iPods, iPhones, MacBooks, BlackBerrys, cell phones, MP3 players, and laptops. Cases are available in a variety of colors, and most come with free personalization and free shipping. Case-mate cases have received stellar reviews from consumers and industry professionals for their perfect combination of style and function.

For more information about Case-mate, contact Case-mate at 2665 Pine Grove Road, Suite 200 Cumming, GA 30041 USA, call +1 770-888-9965, visit '<http://www.case-mate.com>', or visit MacWorld 2008 Booth #S-1912.

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### CONTACT:

Shashi Reddy

Case-mate

PHONE. 7708889965

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**SOURCE:** Case-mate

Los Angeles  
+1 213-596-0850

Chicago  
+1 312-224-4653

New York  
+1 973-252-6800

London  
44-20-7078-7269

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