

foneGEAR® Launches foneSTAR™ Case and Charm line

Edgy, provocative phone accessories are totally new in cellular category

January 8, 2007 – Las Vegas, NV– foneGEAR® LLC (Rochester Hills, MI) – a leader in mobile communications accessories – today announced the launch of foneSTAR™, a totally new concept in phone accessories. Featuring the licensed artwork of Smayvision design, foneSTAR phone cases and charms represent an edgy departure from the traditionally conservative cellular accessory category.

Designed with a hip consumer in mind, foneSTAR cases feature artwork that breaks new ground in accessory styling. Dragons, crowns, skulls and stars abound, with vivid color and startling relief characters never before seen on a phone accessory.

foneSTAR phone cases are available in a variety of materials, styles and finishes, and feature molded, printed and embroidered designs developed by Smayvision exclusively for foneGEAR. Molded pouches have images in high relief on the front of the case, and printed pouches feature exotic designs that express the fashion sentiments of the wearer. All foneSTAR cases feature superb construction and foneGEAR's limited lifetime warranty.

foneSTAR charms carry the provocative designs of the case line onto ornaments that attach to the wearer's cellular phone. Available in five unique designs, they are sure to speak to the fashion-conscious phone user.

"No one has ever launched a cellular accessory line like foneSTAR," said Fred Creamer, foneGEAR's Executive Vice President. "foneSTAR is designed to speak to consumers who are looking for something beyond basic functionality from a phone accessory. We're helping them to express their personal style through their phone. "

The complete line of foneSTAR products, which will be on sale in January 2007, will be on display along with the entire line of foneGEAR wireless phone accessories in South Hall Booth 31767 at the 2007 Consumer Electronics Show.

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Contact Jonathan Stein, Marketing Manager for foneGEAR at 248-844-8000 x223 or jstein@fonegear.com.

ENCLOSURES: foneGEAR product and package images. All images ©FONEGEAR, LLC 2007. More images of foneSTAR at [fonegear.com](http://www.fonegear.com).

foneGEAR foneSTAR Announcement



foneSTAR phone cases in black and green.



foneSTAR spider and star phone charms.