

## **foneGEAR® Launches foneGIRL™ and tuneGIRL™ At CES**

### **New lines bring needed high style to often bland categories**

**January 8, 2007 – Las Vegas, NV**– foneGEAR® LLC (Rochester Hills, MI) – a leader in mobile communications accessories – is extremely pleased to announce the launch of foneGIRL™ cellular phone accessories and tuneGIRL™ iPod and MP3 player accessories at the 2007 Consumer Electronics Show.

Featuring the exclusive, licensed artwork of renowned illustrator Mary Lynn Blasutta, foneGIRL and tuneGIRL are full lines of phone, iPod and MP3 player cases and charms that bring a much needed dose of fashion to two frequently bland categories.

foneGIRL and tuneGIRL cases are available in a variety of colors, materials, and formats to fit any phone or iPod, and feature high-quality tailored construction, foneGEAR's foneFINDER™ purse strap, and a limited lifetime warranty. The cases all have stylish embroidered designs and coordinating fashion linings, making them truly unique among phone and music player cases.

foneGIRL charms are sparkly, very cute ornaments designed to attach to the wearer's cellular phone. Available in five unique designs, including butterfly, cat, crown, flower and high-heeled shoe, they are sure to please the fashion-conscious phone owner.

Exclusive new foneGIRL Photomemory™ cases, available in red, pink and black, allow the wearer to place the photograph of her choice inside the phone case. foneGIRL's foneLEASH™ is another foneGEAR exclusive – a set of beads that attach to the user's phone on one end and purse at the other, allowing for immediate phone retrieval, even from the bottom of a large bag. Available in multiple styles, foneLEASH solves a problem for people who miss calls while hunting for their phone.

"We are extremely excited to launch foneGIRL high-fashion phone accessories at CES," said Ken Eisenbraun, foneGEAR's president. "foneGIRL and tuneGIRL represent the evolution of phone and music accessories into something altogether more stylish than what has been available, and we are very happy to again bring something totally new and unexpected to market."

The complete line of foneGIRL and tuneGIRL 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](mailto:jstein@fonegear.com).**

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foneLEASH in pearl look.



foneGIRL cat phone charm



foneGIRL Cat pouch case



foneGIRL exclusive "Photomemory" case



tuneGIRL pink cat iPod Video case



foneGIRL tan shoe pouch phone case



tuneGIRL black suede beaded case for iPod nano