

## **foneGEAR Announces NBA Phone Cases At CTIA**

### **New cases bounce into select retailers**

**March 31, 2008 – Las Vegas, NV**– foneGEAR® LLC (Rochester Hills, MI) – a leader in mobile communications accessories – announces today the launch of cellular phone accessories featuring National Basketball Association team imagery at the 2008 CTIA Wireless show.

The phone cases, available 2<sup>nd</sup> Quarter 2008, will feature exciting, detailed NBA team logos on cases made with foneGEAR's exclusive molded process, which results in vivid relief imagery.

"We are very excited to offer an NBA-branded product line." said Fred Creamer, Executive Vice President of foneGEAR. "The NBA is a tremendous addition to the portfolio of licensed cellular accessories offered by foneGEAR, and it is a wonderful opportunity for us to be able to offer these cases for sale."

With the addition of NBA cases to its line, foneGEAR has reinforced its status as the undisputed leader in licensed phone accessories, with a product line that encompasses seven sports licenses and four premium lifestyle product lines. Information on the entire foneGEAR product line is available at [www.fonegear.com](http://www.fonegear.com).

Licensed foneGEAR cases feature swivel belt clips, durable construction, and vivid color logos. foneGEAR phone cases are sold on foneGEAR's patented hang tag and offer lifetime warranties. The complete foneGEAR licensed case program will be on display along with the entire line of foneGEAR accessories in Central Hall Booth 3700 at the 2008 CTIA Wireless Show.

### **About foneGEAR**

Headquartered in Rochester Hills, MI, foneGEAR provides a wide range of accessory products for the mobile lifestyle and has developed a number of innovative new designs for both the headset and accessory markets for mobile phones, music players, "smartphones," and specialty products. More information about foneGEAR products may be found at [www.foneGEAR.com](http://www.foneGEAR.com).

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