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MOBILE EDGE PARTNERS WITH CHICAGO BASED FASHION DESIGNER MADDIE POWERS

Vintage designer of "pulp fashion" to create new lines of laptop cases

ANAHEIM, Calif., - May 16, 2007 - Mobile Edge, the industry leader in innovative and stylish laptop computer carrying cases and accessories, has partnered with the Chicago based design firm, Maddie Powers, Inc. Known for using authentic pulp imagery from the 1940's and 50's, Maddie Powers has created two new lines of laptop bags targeted at the younger segment of mobile technology users.

The new women's line, CuteBug, offers several fun and sassy styles of laptop carriers that blend the glamour of yesterday's Hollywood starlets with today's mobile lifestyle. The men's line, Dig, offers an array of bags each with a sports pulp icon image on the outside of the bag as well as the actual vintage magazine cover printed on the inside lining. Shipments of both lines are scheduled to begin shipping during the summer of 2007.



"Mobile Edge is known as the pioneer of laptop bags designed specifically for women," said Jay G. Moore, designer and founder of Maddie Powers. "Everyone needs a laptop bag today and I wanted my lines to bring as much fun to the industry as possible."

"We are very excited to partner with Jay G. and Maddie Powers," said David Cartwright, President and CEO, Mobile Edge. "The introduction of our Dig and CuteBug collections will help expand the laptop case category by appealing to a new, younger market segment. This is something that our reseller partners have been looking for. The initial response from retail buyers that have seen the line has been very positive. We expect the Maddie Powers cases to be very successful and help Mobile Edge continue to lead the category for innovative and stylish laptop carrying cases."

Maddie Powers made a name for itself on the red carpet with "A List" celebrities carrying several products such as their new Snuggie™. This design is the only combined MP3 & Cell phone carrier on the market. Like the Bookpurse™ and the Pulp Metal Wallet™, the Snuggie is garnering a quick celebrity following. Past Celebrities who have donned Maddie Powers' products include Jessica Simpson, Lindsay Lohan, Molly Simms, Ali Larter and Sarah Jessica Parker to name a few.

Mobile Edge continues to expand the carrying case category by offering new, innovative and smart designs that fuse fashion trends with form and function, creating a brand that makes a positive statement about today's mobile computing lifestyle.

About Mobile Edge

Mobile Edge is the industry leader of innovative and stylish laptop computer carrying cases and accessories. The company is committed to the highest quality standards in every case that it produces, from ladies carrying cases, messenger bags, briefcases, and backpacks to men's V-Load™ vertical series and TechStyle™ series. Leading computer manufacturers continue to rely on Mobile Edge to design and build custom OEM cases for their products. The company offers the strongest Lifetime Warranty in the industry on its entire carrying case line. www.MobileEdge.com.