FOR IMMEDIATE RELEASE

Atlanta, Georgia (**September 23, 2010**) — EXOGEAR™ is pleased to announce the official debut of the new exolife™ – made exclusively for iPhone 4. Pre-orders for the battery case sold out within days of the announcement of its impending arrival, and still, over a month later, consumers are clamoring for this exciting, new product.

Since the June release of the much-anticipated iPhone 4 (July release in Canada), consumers have been desperately seeking accessories that fit its new form factor. At the top of the list is 'gear that offers protection, extra battery life and improved signal.' EXOGEAR™ answered the call with the release of the exolife™ battery case for iPhone 4.

Like its iPhone 3G and 3GS predecessor, the new ultra-slim exolife™ accentuates the sleekness of Apple's signature phone, while providing unparalleled endurance thanks to its custom-fit and exoskeletal design.

At just under 59 grams (including the rechargeable Lithium polymer battery), the exolife™ is meticulously crafted as the **world's thinnest and lightest battery case for the iPhone 4**.

"exolife™ prides itself on being able to transform a *good* mobile browsing experience into a *great* one," says EXOGEAR President, Justin Lim. By doubling the iPhone 4's battery life, exolife™ gives users more of what they love—surfing, gaming and even video chatting—without complicating the simplicity and functionality of Apple's design.

Along with long-lasting power and protection, the exolife™ battery case includes EXOGEAR™'s signature no-hassle syncing and operational features:

- ExoClear - Tightly constructed polycarbonate frame minimizes signal interference and completely eliminates any reception loss
- ExoSync - Apple-certified design effortlessly syncs with iTunes via mini-USB connection.
- ExoSave - Intelligent battery (Li-Po 1500mAh) powers down when not in use, saving precious power and resources.
- Exolife Battery Meter - Illuminated power meter provides quick and easy indicator for charging.

The exolife™ for iPhone 4 retails for $89.95 and is available in black or white and clear, blue or green bumpers for an additional $14.95. For orders, full specifications and additional information, visit www.exogear.com Coming soon, exolife™ will be available online at www.Amazon.com

About EXOGEAR™ Since 2009, EXOGEAR™ has infused its trademark blend of power and protection into an on-going line of Apple-centric and mobile handset accessories. Powered by over 10 years of industry experience in industrial design and consumer hardware R&D, EXOGEAR™ strives to craft the most elegant, durable and easy to use protective exoskeletons and batteries for all your favorite gear. For more information, please visit www.exogear.com

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Images/interviews available upon request. # # #