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M-Edge Accessories Announces New Product Line for Amazon Kindle DX

Executive and Platform Jackets Now Available for Amazon's Large Screen Addition to the Kindle Family of Wireless Reading Devices

ODENTON, Md.--(BUSINESS WIRE)--M-Edge Accessories (www.buymedge.com) – the leading provider of accessories for Amazon Kindle – has officially launched its latest line of jackets designed specifically for Amazon's Kindle DX. The Kindle DX 9.7-inch display and new features provide an enhanced experience for reading a wide range of professional and personal documents, newspapers, magazines, and textbooks.

However, Kindle DX is not sold with a cover in the box; M-Edge Accessories offers a stylish new line of Kindle DX-compatible jackets that provide colorful device protection with Platform and Executive Jackets, available in both genuine and synthetic leather. The M-Edge Platform and Executive Jackets come in nine chic colors and have proven exceptionally popular with Kindle 2 customers. M-Edge's innovative e-Luminator booklight, which allows Kindle users to read in low-light environments, will also be available for use with M-Edge Kindle DX-compatible jackets.

Executive Jacket for Kindle DX (MSRP \$59.99; Sale price \$49.99) The Executive jacket offers full device protection, holds the Kindle securely in place with a four point mounting system, and features a wraparound closure strap. This line of jackets is available in genuine and synthetic leather. Additionally, the jacket design accommodates M-Edge's innovative booklight, the e-Luminator.

"The genuine leather Executive Jacket is our most popular jacket among first and second-generation Kindle owners," says M-Edge CEO Patrick Mish. "Our customers appreciate that it's well-made and stylish and are confident it can protect their Kindles. Our Executive Jacket for Kindle DX will do the same, while offering a variety of color options."

Executive Jackets designed for Kindle DX are available in such eye-catching shades as pebbled fuchsia, navy blue, purple, marbled and smooth red, as well as staples like smooth mocha brown, pebbled saddle brown and black. They are available for pre-order now at amazon.com and will ship on or about June 10.

Platform Jacket for Kindle DX (MSRP \$59.99; Sale price \$49.99) A newer addition to M-Edge's product line, the Platform Jacket, introduces a bookstand design that allows users to read their Kindles upright and hands-free while still offering full device protection in a lushly-padded case. The Platform Jacket is also offered in genuine and synthetic leather and is compatible with the e-Luminator.

"Feedback from current Kindle owners indicated there was a strong desire to incorporate an integrated bookstand into their protective jackets," says Mish. "With the Platform Jacket, we're providing an innovative solution and the look and feel our customers have come to expect. We believe our Platform Jacket will provide the hands-free solution for readers who need quick and comfortable access to documents."

Platform Jackets for Kindle DX are available in the same eye-catching shades as the M-Edge Executive Jacket and are available for pre-order now at amazon.com and will ship on or about June 10.

M-Edge Accessories has supplied the Kindle community with Kindle-compatible accessories since the release of the first-generation device in November 2007. The company has a proven track record of success with consumers and continues to lead the market in eReader-enhancing accessories.

About M-Edge Accessories, LLC

Founded in 2006 as an answer to the growing market for eReader accessories, M-Edge Accessories is a privately-held company headquartered in Odenton, Maryland. Over the past two years, M-Edge's product line has grown to include several lines of jackets for the most popular eBook devices on the market, including the Amazon Kindle, Sony Reader, iRex iLiad, and Bookeen Cybook. M-Edge Accessories' innovative jackets provide full device protection while increasing eReader functionality. M-Edge strives to continually develop inventive and stylish products to enhance the eReading experience all while providing superior customer service.

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Contacts

M-Edge Accessories, LLC
Kirsten Beck, Director of Public Relations
310-500-8228
KirstenBeck@buymedge.com

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