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M-EDGE ACCESSORIES LAUNCHES ALTERNATIVE LINE OF CASES FOR THE AMAZON KINDLE

M-edge CEO Patrick Mish says Amazon Kindle “represents a major leap forward in eReader technology”

Odenton, Maryland – February 8, 2008 – M-edge Accessories’ recently announced line of Amazon Kindle jackets offers consumers an enhanced alternative to the Amazon supplied case.

The M-edge Accessories **eMotion Executive Jacket** will appeal to those who are looking for stylish protection of their Amazon Kindle in a highly functional case. The well-made Executive case securely holds the Kindle even while using the device, a major leap over the case provided by Amazon, while providing easy access to power and wireless switches.



Further, the Executive Jacket offers inside pockets for storing SD memory cards, business cards, and other notes, and offers full protection with a padded leather exterior and an attractive suede interior.

According to M-edge Accessories President and CEO Patrick Mish, the eMotion Executive Jacket for the Amazon Kindle is “a high quality accessory jacket that offers consumers superior Kindle protection in a very functional and sophisticated case.”

The M-edge website (www.buymedge.com) notes that the eMotion Executive Jacket includes a loop for a pen and provides access to all ports and buttons—a key feature for the user who wants to charge their Kindle without removing it from the case. The Executive Jacket is available in black, brown, and red.

M-edge Accessories has received favorable feedback in the 14 months since its emergence on the eReader accessories scene. Readers of the online tech-gadget forum mobileread.com frequently review new eReaders and their accessories and speak positively about M-edge (whose executives routinely troll the forums to get customer feedback). A sampling of the notoriously finicky users’ comments:



“...high quality cover, good finish, perfect fit, sleek, offers good protection, nice inside finish of cover, access to all important buttons and connectors

“...I would recommend this case. A lot of thought and attention was put into the design... As someone who buys executive notebooks and datebooks, I would say the quality of the materials is on par with the price, which was very good itself.”

M-edge Accessories has raised the bar for eReader accessories with this sophisticated Executive jacket for the Amazon Kindle. Owners of the Kindle will be pleased with this high class alternative for protection of their device, while maintaining a look suitable for the office, a business meeting, or even the gym.

About M-edge Accessories, LLC

Founded in 2006 as an answer to the growing market for eReader accessories, M-edge Accessories has developed several lines of jackets for a wide variety of eReader products, including the Amazon Kindle, Sony Reader, iRex iLiad, and Bookeen Cybook. M-edge Accessories' innovative jackets provide full device protection while increasing eReader functionality. Find out more about M-edge Accessories entire range of products at <http://www.buymedge.com>.

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