



M-EDGE ACCESSORIES RELEASES THE M-EDGE E-LUMINATOR™, AN INTEGRATED BOOKLIGHT FOR USE WITH THE AMAZON KINDLE

Odenton, Maryland – November 18, 2008 – Amazon Kindle users, your Kindle now has a night life.

M-Edge Accessories, a leading developer of consumer electronics accessories, unveils their updated Executive Jacket for the Amazon Kindle, now with a specially designed, integrated booklight: the M-Edge e-Luminator™.

M-Edge CEO Patrick Mish says, “The primary complaint we receive from Kindle users is that the device is difficult to read in low light situations. Previously, users were forced to purchase a traditional booklight, which can be awkward to use, bulky to store, and can damage the jacket or eReader. We worked to solve this problem by offering an attractive alternative that seamlessly integrates with our Executive Jackets.”

The M-Edge e-Luminator™ booklight is one of several new accessories M-Edge is introducing for the holiday season. Kindle users can pre-order the M-Edge e-Luminator™ today and it will be shipped mid-December. All M-Edge products are currently available for order on Buymedge.com as well as Amazon.com, and are offered at limited-time-only holiday sale prices:

M-Edge e-Luminator™: \$9.99

Amazon Kindle Executive Jacket: \$29.99

Amazon Kindle Executive Image Jacket: \$29.99

Amazon Kindle Genuine Leather Executive Jacket: \$44.99

The M-Edge e-Luminator™, designed in white to match the Kindle, has a long, sturdy arm that slides into a specially made pocket on the M-Edge Executive Jacket. The flexible neck of the M-Edge e-Luminator™ enables the reader to use the light from the side or above. When the jacket is closed, the light lays snugly along the spine. The M-Edge e-Luminator™ utilizes a super-bright LED light and optical grade lens that spreads light evenly across the Kindle screen. A long lasting A23 battery (included with light) powers the device.

M-Edge will continue to offer their Executive Jacket in genuine leather and synthetic leather finishes, and have developed a new line of color options including blue, green, cream and grey.

Other new M-Edge products include the Executive Image Jacket which features a picture frame integrated into the front cover. Mish says, “Consumers want to personalize their eReaders. Our new line of jackets offers this feature, while providing outstanding protection.”

M-Edge Accessories has raised the bar for eReader accessories with a line of sophisticated Jackets and the M-Edge e-Luminator™.



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