



ZAGG Inc Unveils New invisibleSHIELD(TM) Designs for Next Generation of Apple iPods

First Company to Provide Military-Grade Scratch-Free Protection for the Latest iPod Designs

SALT LAKE CITY, Sep 07, 2007 (BUSINESS WIRE) --

ZAGG Inc (OTCBB: ZAGG), a leading manufacturer of protective coverings and accessories for consumer electronics, announces the creation of invisibleSHIELD products for the new Apple iPod designs unveiled during Apple's September 5 press conference. invisibleSHIELDS are available in both full-body and screen-only versions for the new Apple iPod Touch, the renamed iPod Classic, the new third-generation iPod nano and the iPod shuffle, as well as both the 4GB and price-slashed 8GB iPhone.

ZAGG's invisibleSHIELD is a lightweight adhesive film cover designed to protect high-performance electronic devices, such as mobile phones, PDAs, gaming devices and laptops. invisibleSHIELD applies directly to the device, providing permanent protection and eliminating the bulk of other external case protectors. Its technology was originally used by the military to protect helicopter rotor blades from dust, dirt and debris. invisibleSHIELD provides a level of protection so strong it is backed by a lifetime guarantee.

"Whenever Apple releases a new iPod, you can count on it being stylish, sleek and innovative," said Robert G. Pedersen II, ZAGG's CEO and President. "The clear, military-grade film of the invisibleSHIELD is the perfect way to effectively protect these new devices without covering their stylish look. It will let our customers protect their investments and show them off at the same time."

ZAGG began selling invisibleSHIELDS for the new iPod designs immediately after Apple's press conference.

"Our goal is to be the first company with a viable protective long-term solution for shielding every great new gadget," said Pedersen. "We are particularly happy to be the first on the market for these impressive new iPod designs."

ZAGG's full catalog of over 1,000 invisibleSHIELD designs, the RockStic(TM) speaker system and line of iPod accessories are available on the primary shopping website at www.invisibleshield.com.

About ZAGG Inc:

ZAGG Inc designs, markets and sells protective coverings for consumer electronic and hand-held devices under the brand name invisibleSHIELD(TM), primarily in the United States and Europe. The patent-pending invisibleSHIELD(TM) is a protective, high-tech film covering, designed for iPods, laptops, cell phones, PDAs, watch faces, gaming devices, digital cameras, and other items. The invisibleSHIELD is the first scratch protection solution of its kind on the market. Currently, ZAGG offers over 1,000 designs with a lifetime replacement warranty through online channels, resellers, college bookstores, Mac stores and mall kiosks. The company plans to increase its product lines to offer electronic accessories, including an exclusive line for iPod, and an expanded array of invisibleSHIELD(TM) products for other industries. For more information please visit the company's web sites at www.ZAGG.com and www.invisibleSHIELD.com.

Safe Harbor Statement

This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E the Securities Exchange Act of 1934, as amended and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "may," "future," "plan" or "planned," "will" or "should," "expected," "anticipates," "draft," "eventually" or "projected." You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events, or results to differ materially from those projected in the forward-looking statements, including the risks that actual results may differ materially from those projected in the forward-looking statements as a result of various factors, and other risks identified in filings made by the company with the Securities and Exchange Commission.

SOURCE: ZAGG Inc

Media Contact:

ZAGG Inc, Salt Lake City

Robert Pedersen II, 801-263-0699

robert@zagg.com

or

Alpaytac Inc.

Caroline Rubenstein, 312-245-9805 ext. 110

caroline@alpaytac.com

or

Investor Relations:

Catalyst Financial Resources, LLC

Connie Schadewitz, 877-276-2467

connie@catalystresearch.com

Aimee Boutcher, 503-757-4017

aimee@catalystresearch.com

or

ZAGG Inc, Salt Lake City

Brandon O'Brien, 801-263-0699

brandon@zagg.com

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