



ZAGG Unveils New ZAGGskins(TM) Product Line

Next-Generation Covering from Electronics Innovator Combines Personalization and Protection

SALT LAKE CITY, Nov 19, 2009 (BUSINESS WIRE) -- ZAGG Inc. (NASDAQ: ZAGG), a leading producer of electronics accessories for protecting and enhancing the mobile experience, including the popular invisibleSHIELD(TM) and ZAGGaudio (TM) brands, announces a new patent-pending method for personalizing and protecting consumer electronics. ZAGGskins(TM) combine customizable, high-resolution images combined with the scratch protection of ZAGG's invisibleSHIELD, and are available to ship worldwide beginning tomorrow, November 20, 2009.

To create a ZAGGskin, customers select from a library of designs or upload their own high-resolution personal photos or images. The printed image, custom-designed for their device, is then merged with the exclusive, ultra-tough, patented invisibleSHIELD film, which allows customers to both protect and individualize their gadgets with a single product.

"People connect with their gadgets on such a personal level that customizing the appearance is almost second nature," said Brian Packer, VP of Marketing of ZAGG. "ZAGGskins allow you to choose the outer appearance of the device, plus it adds the amazing scratch-proof benefit of the invisibleSHIELD. It is the perfect combination of style and substance, making it unique in the marketplace."

ZAGGskins will be available online at www.ZAGGskins.com beginning November 20, 2009.

"We are dedicated to protecting and enhancing the mobile experience at ZAGG, and ZAGGskins are a perfect fit for that philosophy," said Robert G. Pedersen II, President and CEO of ZAGG. "Not only will our tech-savvy customer base love the ZAGGskins, but we believe the personalization options will attract many new customers from outside of our traditional demographics. This product line will be an integral part of reaching ZAGG's overall goals and will revolutionize our industry."

For information about ZAGGskins, please visit www.ZAGGskins.com. For more information about ZAGG or any of their product lines, please visit www.ZAGG.com.

About ZAGG Inc.:

ZAGG is dedicated to protecting and enhancing the mobile experience. ZAGG designs, manufactures, and distributes protective clear coverings and accessories for consumer electronic and hand-held devices, worldwide under the brand names invisibleSHIELD(TM) and ZAGGaudio(TM). ZAGG has also introduced beta testing of AppSpace.com, an online destination for the fast-growing mobile app market, combined with the networking power of social media. The invisibleSHIELD is a protective, high-tech patented film covering, designed for iPods, laptops, cell phones, digital cameras, PDAs, watch faces, GPS systems, gaming devices, and other items. The patent-pending invisibleSHIELD application of clear protective film covering a device is the first scratch protection solution of its kind on the market, and has sold millions of units. Currently, ZAGG offers over 4,000 precision pre-cut designs with a lifetime replacement warranty through ZAGG.com, major retailers like Best Buy, Radio Shack, and Cricket, resellers, college bookstores, Mac stores, mall kiosks, and other online retailers. The company continues to increase its product lines to offer additional electronic accessories and services to its tech-savvy customer base, including upcoming technologies like ZAGGbox, to be introduced at CES 2010, and HzO, a breakthrough gadget waterproofing technology. For more product or investor information please visit the company's web site at www.ZAGG.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 of 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.

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