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## ZAGG Refines Leadership for Improved Operations and Continued Growth

### *Appoints Heads of Marketing and Sales Divisions*

SALT LAKE CITY--(BUSINESS WIRE)-- ZAGG Inc (NASDAQ: ZAGG), a leading mobile device accessories and technology company, has refined its leadership structure as it continues to focus on expanding its global customer base. The refinement includes the appointment of leaders in marketing and sales to enhance the company's brands and distribution.

ZAGG named Kent Wuthrich executive vice president of marketing, where he will oversee global marketing efforts for the company and its brands, including iFrogz and invisibleSHIELD. Wuthrich joined ZAGG as vice president of creative for iFrogz, which was acquired by the company in 2011. As a member of the ZAGG executive team, Wuthrich will report to ZAGG CEO Robert G. Pedersen II and work from the company's headquarters in Salt Lake City.

Derek Smith has been appointed executive vice president of sales, where he will lead the company's global sales efforts to increase distribution in retail outlets and online. Since joining ZAGG in 2007, he has amplified ZAGG's presence in big box retailers domestically and internationally. His efforts have resulted in growing the retail distribution channel to 81 percent of sales in the most recent quarter. Smith is also based in Salt Lake City and will continue to report to Robert G. Pedersen II as a member of the executive team.

"We are improving our leadership structure to allow vertical teams to focus intently on specific business opportunities," said Robert G. Pedersen II, chairman and CEO of ZAGG. "These refinements will improve operating efficiency and ensure we advance our leadership as the preferred brand in the mobile device accessories space."

For more information about ZAGG and its product offerings, visit [ZAGG.com](http://ZAGG.com).

#### **About ZAGG Inc:**

ZAGG Inc, based in Salt Lake City, with offices in Logan, UT, and Shannon, Ireland, prides itself on offering premium quality and superior service. ZAGG is a market leader in innovative mobile device accessories that protect, personalize, and enhance the mobile experience. The company designs, produces, and distributes branded screen protection under the invisibleSHIELD® brand, keyboards, keyboard cases, earbuds, mobile power solutions and device cleaning accessories under the family of ZAGG® brands. In addition, the company designs, produces and distributes cases, earbuds and headphones under the iFrogz™ brands in the value-priced lifestyle sector. The company's products are sold worldwide in leading consumer and electronics retailers, wireless retailers and their affiliates, and through the ZAGG website. For more information, visit [ZAGG.com](http://ZAGG.com).

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