



ZAGG CEO Robert Pedersen Named Utah Business CEO of the Year

SALT LAKE CITY--(BUSINESS WIRE)-- [ZAGG Inc](#) (NASDAQ: [ZAGG](#)), a leading mobile device accessories company, announced that company co-founder, CEO and chairman Robert G. Pedersen II was honored as the CEO of the Year by Utah Business magazine for his category. Utah Business annually honors CEOs who demonstrate financial success paired with innovation, strategy, and leadership. Mr. Pedersen is featured in the March 2012 issue of Utah Business.



"We are thrilled for Robert, and this is a well-deserved recognition for the leadership and business savvy he brings to the company," said Derek M. Smith, chief marketing officer for ZAGG. "Robert is an entrepreneur to his core, and his energy and creativity are driving forces behind our success."

Under Mr. Pedersen's leadership, ZAGG has grown from a backyard workshop in 2005 to become a nationally recognized leader in the mobile device accessories industry. ZAGG became a public company in 2007, and achieved more than \$179 million in sales in 2011, with 2012 projected revenues of \$250 million and adjusted EBITDA of \$55 million.

"I am honored to be named our category CEO of the Year by Utah Business, and I would like to congratulate the other category winners. ZAGG has come a long way in a very short amount of time, and I credit that largely to a great team executing a sound business plan," said Mr. Pedersen. "We are happy with our success, but we still have a long way to go. We look to keep building on our accomplishments to realize the full potential of ZAGG and the growth of our brands worldwide."

For more information about ZAGG and its entire product portfolio, please visit [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 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

ZAGG co-founder, CEO and chairman Robert G. Pedersen II was honored as the CEO of the Year by Utah Business magazine for his category. (Photo: Business Wire)

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](#).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50226003&lang=en>

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