

ZAGG Signs Partnership with Cricket Communications

Leading Accessory for Mobile Devices, invisibleSHIELD(TM), to Be Available in Cricket Wireless Retail Stores

SALT LAKE CITY, Nov 10, 2009 (BUSINESS WIRE) -- ZAGG Inc. (NASDAQ: ZAGG), a leading producer of mobile electronics accessories including the popular invisibleSHIELD(TM) and ZAGGaudio(TM) brands, announces a partnership with Cricket Communications to carry the invisibleSHIELD in all corporate Cricket stores.

Cricket Communications provides wireless service to 4.5 million customers across the United States. Beginning in November 2009, Cricket retail stores will carry the invisibleSHIELD, ZAGG's exclusive, ultra-tough patented film. Combining this military-grade scratch protection with precision-cut designs, the invisibleSHIELD allows customers to use their electronics without the fear of scratches or nicks.

"Cricket is a major player in the wireless service market, and we are certain that our partnership with them will help raise ZAGG's profile," said John W. Melville, Director of Sales for ZAGG. "Cricket will also offer installations to their customers and we feel they will be impressed with the quality and performance they can only find with the invisibleSHIELD."

Some of the most popular invisible SHIELD designs will be available initially in all corporate Cricket stores.

"We are pleased to partner with a national carrier like Cricket for our first venture into the wireless industry," said Derek Smith, VP of Sales of ZAGG. "These wireless chains will be a major area of emphasis for ZAGG, and this will be the first of many such in the coming years."

"Our agreement with Cricket really opens some doors for us with their exposure to so many wireless customers," said Robert G. Pedersen II, President and CEO of ZAGG. "ZAGG will offer the same world class service for Cricket and their customers that our other retail partners and our online customers have come to expect from us."

For more information on 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 and RadioShack, 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.

SOURCE: ZAGG Inc.

ZAGG Inc.
Media Contact:
Nathan Nelson
801-263-0699 ext. 107
nnelson@zagg.com
or
Investor Relations:
Brandon O'Brien, CFO
801-263-0699, ext. 122
brandon@zagg.com

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