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ZAGG to Debut New Keyboard and Gaming Accessories at IFA 2012

SALT LAKE CITY--(BUSINESS WIRE)-- ZAGG Inc (NASDAQ: ZAGG), a leading mobile device accessories and technology company, will offer media a sneak peek at the company's newest additions to its ZAGG and iFrogz brand portfolios at IFA 2012, Aug. 31 through Sept. 5 in Berlin. ZAGG will debut ZAGGkeys® PRO™ and ZAGGkeys PRO Plus™ iPad keyboard accessories, as well as iFrogz Caliber gaming headsets from booth 128, in hall 15.1.



About ZAGGkeys PRO and PRO Plus

The ZAGGkeys PRO and PRO Plus are ultra-thin Bluetooth® keyboard accessories that accentuate the utility and convenience of the Apple® iPad®. Different from the original ZAGGkeys accessory, the ZAGGkeys PRO and PRO Plus utilize an innovative magnetic closure to secure the iPad, and protect the screen from scratches and smudges. The patented keyboard design of both new products provides a natural typing experience in a compact layout, with dedicated function keys to operate specific iPad features. In addition, the ZAGGkeys PRO Plus features optional backlighting for full keyboard use without the need for another light.

The ZAGGkeys PRO and ZAGGkeys PRO Plus will be available for purchase from ZAGG.com and select retailers at the end of September. Expected retail for the ZAGGkeys PRO is \$99, \$129 for the ZAGGkeys PRO Plus.

About Caliber Gaming Headphones

The first of several products iFrogz has planned for gamers this year, the Caliber line of headsets provides amazing design and sound quality for a premium mobile, desktop or console gaming experience. The Caliber Stealth gaming headset was created specifically for mobile devices, while the Caliber Axiom works with the most popular systems, including Xbox®, PC, Mac, and PS3®. Both include in-line controls and accessories needed for voice connections. Last in the Caliber series is the Vanguard, which has been designed to include 7.1 channel audio, a retractable microphone, and an optional bass vibration feature for fully immersive gaming. Viewing movies with Vanguard's 7.1 channel audio and bass vibration feature provides listeners with an authentic theater experience.

The ZAGGkeys(R) PRO Plus(TM) Bluetooth(R) keyboard accessory. (Photo: Business Wire)

The Caliber gaming headsets are available throughout Europe at select retail locations. In October, the Stealth, Axiom and Vanguard will also be sold online at iFrogz.com and through North American retailers. Prices are: \$59.99 for the Caliber Stealth, \$89.99 for the Caliber Axiom, and \$129.99 for Caliber Vanguard.

"The ZAGGkeys PRO line and Caliber gaming lines are creative product solutions that will appeal to gadget owners and gamers for their sleek design and outstanding function," said Derek M. Smith, executive vice president of sales for ZAGG. "Adding to our successful existing product lines and branching into new categories, such as gaming, is very important for us as we continue to strengthen our position as the preferred brand in mobile accessories. The overwhelming response to our Caliber gaming line ahead of IFA is promising, and we see it as an indicator that we are heading in the right direction."

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For more information about ZAGG, its brands and product portfolio, visit ZAGG.com.

About ZAGG Inc:

Headquartered in Salt Lake City, ZAGG Inc (NASDAQ: ZAGG) is a global mobile device accessories and technology company that provides creative quality product solutions to protect, personalize and enhance a consumer's mobile experience. With a brand portfolio that includes ZAGG[®], invisibleSHIELD[®] and iFrogz[™], ZAGG manufactures and markets a complete line of mobile device accessories, including keyboards, cases, audio and protective films, through direct, retail, specialty and international channels. ZAGG was formed in 2005 and had gross sales of \$179 million in 2011. More information about the company and its brands is at www.zagg.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50393069&lang=en>

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