



ZAGG Signs Partnership with FranklinCovey Products

FranklinCovey Products Agrees to Carry invisibleSHIELD in Retail, Online Stores

SALT LAKE CITY, Sep 23, 2009 (BUSINESS WIRE) -- ZAGG Inc. (OTCBB: ZAGG) today announced that global retailer FranklinCovey Products has agreed to carry ZAGG's award-winning products that protect and enhance a multitude of today's popular mobile devices.

Beginning this month, FranklinCovey Products will offer the invisibleSHIELD(TM) online, in catalogs and at FranklinCovey stores nationwide. The invisibleSHIELD is ZAGG's military-grade, virtually invisible and indestructible film that protects the iPhone(R), BlackBerry(R), and other smartphones from bumps, scratches, and dings with a lifetime guarantee.

Well known for its FranklinCovey Planning System(TM) and PlanPlus Planning Software(TM), FranklinCovey Products' distribution agreement is in line with their goal of helping individuals achieve greater productivity, effectiveness, and success. ZAGG's invisibleSHIELD protects the mobile electronics that hold the essential data FranklinCovey's customers deem necessary to their success.

"ZAGG is creating a revolution in the way people think about their gadgets and how they protect them," said Derek Smith, ZAGG's Vice President of Sales. "This new partnership will help ZAGG expand to new customers."

"We've partnered with ZAGG to bring award-winning products that protect and enhance our customers' favorite gadgets," said FranklinCovey Products' Senior VP of Product Development Jeff Anderson. "We look forward to working with ZAGG to introduce these and other solutions to FranklinCovey customers."

"FranklinCovey is a well-established company with millions of customers that has been around a long time in serving the professional consumer base," said Robert G. Pedersen II, President and CEO of ZAGG. "We look forward to good things coming from this partnership."

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

About ZAGG Inc.:

ZAGG Inc. 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 3,000 precision pre-cut designs with a lifetime replacement warranty through online channels, big box retailers like Best Buy, resellers, college bookstores, Mac stores and mall kiosks. The company continues to increase its product lines to offer additional electronic accessories and services to its tech-savvy customer base. For more product or investor information please visit the company's web site at www.ZAGG.com.

About FranklinCovey Products:

[FranklinCovey Products, LLC](http://www.FranklinCovey.com) is a global retailer and the exclusive worldwide licensee of the FranklinCovey(TM) brand owned by [FranklinCovey Co.](http://www.FranklinCovey.com) FranklinCovey Products helps individuals and organizations achieve greater productivity, effectiveness, and success. The Company's products are sold throughout Europe, Asia, Australia, and the Middle East and in more 15,000 retail outlets across North America, including 54 FranklinCovey stores. Some of the Company's best-known consumer products include the popular FranklinCovey planner, PlanPlus(TM) planning software, PlanPlus(TM) Online, as well as a line of binders, laptop bags, totes, and other productivity and organizational tools and accessories. For more information, please visit www.franklinplanner.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:

Nathan Nelson, 801-263-0699, ext. 107

nnelson@zagq.com

or

Investor Relations:

Brandon O'Brien, CFO, 801-263-0699, ext. 122

brandon@zagq.com

Copyright Business Wire 2009