



## **ZAGG Opens New Office for AppSpace.com and Mobile App Development**

### ***ZAGG Targets a Leading Role in Mobile Apps Industry***

SALT LAKE CITY, Jul 09, 2009 (BUSINESS WIRE) -- ZAGG Inc. (OTCBB: ZAGG), a leader in mobile electronics and accessories including the award-winning invisibleSHIELD(TM) and ZAGGaudio(TM) brands, announces the opening of a new facility dedicated to the mobile application market.

ZAGG opened the satellite office in Orem, Utah, in order to focus their creative efforts in the mobile app market, as well as take advantage of opportunities in the local workforce. ZAGG's primary initial development from the new office will be AppSpace.com, an online destination for mobile app users. Other projects will include industry partnerships for apps, as well as those developed and published directly by ZAGG for mobile platforms.

"Unfortunately, out of the 50,000 and growing apps available, most of them go unnoticed," said Cameron Gibbs, ZAGG's Director of Apps. "AppSpace.com will help users discover diamonds in the rough, as well as apps that will be the most useful and appealing to them, based on their profile."

The first beta version of AppSpace.com is scheduled to launch at the end of July 2009, and will feature an app recommendation engine. More elements will be added in the future, including powerful ranking features, social networking capabilities, and useful tools for mobile app developers.

"There will soon be more than a million mobile apps available to users from various mobile platforms," added Robert G. Pedersen II, ZAGG's President and CEO. "At that point the recommendation engine and social media capabilities of AppSpace.com will be crucial tools for anyone with a mobile phone. AppSpace.com ties directly into ZAGG's focus in the mobile electronics industry in offering the best technology for today's mobile customers."

To be notified when AppSpace.com launches its beta, please provide your email address at [www.AppSpace.com](http://www.AppSpace.com). For more information on ZAGG or any of their product lines, please visit [www.ZAGG.com](http://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 announced it will introduce AppSpace.com in summer 2009, 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](http://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.

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