



ZAGG and Z-Tech Products Tap Canadian Wireless Market

Leading Canadian Wireless Distributor to Carry invisibleSHIELD

SALT LAKE CITY, Oct 02, 2009 (BUSINESS WIRE) -- ZAGG Inc. (OTCBB: ZAGG), a leading producer of mobile electronics accessories including the popular invisibleSHIELD(TM) and ZAGGaudio(TM) brands, announces their marketing partnership with Z-Tech Products Inc., a leading distributor of wireless electronic accessories in Canada.

Z-Tech Products Inc. distributes wireless electronic accessories throughout significant retail and online channels. Beginning in October 2009, Z-Tech will exclusively carry the invisibleSHIELD, ZAGG's ultra-tough patented protective 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.

"We are extremely excited with the opportunity to partner with ZAGG to offer the invisibleSHIELD brand, as well as ZAGG's full line of products throughout Canada," said Scott Wicks, President of Z-Tech Products Inc. "With strong national wireless retail channels such as Bell, Rogers, Telus, Fido, Solo, Koodo and Virgin Mobile, we are confident that together with ZAGG we will establish the invisibleSHIELD as the leading premium brand protective films to tech savvy Canadian consumers."

"To have an official ZAGG distributor in Canada focusing on the wireless channel is a valuable alliance for us," said John W. Melville, Director of Sales of ZAGG. "Z-Tech's network of significant retail relationships and their successful experience selling to Canada's wireless market will help accelerate the growth of the invisibleSHIELD throughout Canada."

"Thoughtful, well-planned distribution has been one of the keys to our recent success," said Robert G. Pedersen II, President and CEO of ZAGG. "This announcement highlights our deliberate efforts to grow, as well as indicating that we are merely scratching the surface of these lucrative sales opportunities."

"We see the wireless retail channel as a real growth opportunity for ZAGG, and our partnership with Z-Tech will push us deep into the Canadian market," said Derek Smith, VP of Sales of ZAGG. "We look forward to announcing new partnerships as we dig deeper into the broader wireless industry."

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 4,000 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.

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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