



## **ZAGG Partners with Newegg Mall**

### ***Original, Innovative invisibleSHIELD to Be Available Through E-Retail Leader***

SALT LAKE CITY, Oct 23, 2009 (BUSINESS WIRE) -- ZAGG Inc. (OTCBB: ZAGG), a leading producer of electronics accessories for protecting and enhancing the mobile experience, including the popular invisibleSHIELD(TM) and ZAGGaudio (TM) brands, announces an agreement with Newegg Mall, a subsidiary of Newegg Inc. Newegg Mall will offer the invisibleSHIELD to more than 12 million registered users.

ZAGG's invisibleSHIELD gives consumers an alternative to bulky cases with thousands of precision-cut designs for a multitude of gadgets, including cell phones, digital cameras and laptops. All of ZAGG's 4,000+ SKUs, including the invisibleSHIELD line, ZAGGaudio line, and other accessories, will be available on Newegg Mall beginning in October 2009.

"This is a great opportunity for us to introduce the invisibleSHIELD to new customers in our target market," said John W. Melville, Director of Sales of ZAGG. "Newegg Mall provides great products and amazing service, and we feel the invisibleSHIELD is a great fit."

"Newegg Mall is the best choice for shoppers looking for fantastic deals on popular products. We hand-select merchants who are as committed as we are to providing the best service and prices they can--who're able to support the quality customers have come to associate with the Newegg brand--and we're excited to have ZAGG join our family," said Albert Wang, General Manager of Newegg Mall.

"Newegg Mall has a vast list of customers who are interested in technology, so the opportunity to partner with them is valuable to ZAGG as we continue growing," said Robert G. Pedersen II, President and CEO of ZAGG. "ZAGG products protect and enhance the mobile experience, and that will appeal to the tech savvy Newegg Mall customers."

For more information on ZAGG or any of their product lines, please visit [www.ZAGG.com](http://www.ZAGG.com). For more information on Newegg Mall, please visit [www.NeweggMall.com](http://www.NeweggMall.com).

#### **About ZAGG Inc.:**

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 online channels, major retailers like Best Buy and RadioShack, 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).

#### **About Newegg Mall, Inc.:**

Founded in 2008, NeweggMall.com is a premier online shopping destination for consumer goods. Building on the success of its sister site newegg.com, the second-largest online-only retailer in the United States and preferred destination for technology enthusiasts, NeweggMall.com brings the same customer centric principles to the broader market: great product selection and pricing, fast delivery and outstanding customer service.

With almost 1 million unique products available, NeweggMall.com offers shoppers nationwide a full spectrum of in-demand product categories, such as consumer electronics, auto parts, jewelry, apparel, accessories, toys and games, sporting goods, home living and beauty.

Newegg Mall is headquartered in City of Industry, Calif. For more information, visit [www.NeweggMall.com](http://www.NeweggMall.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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