



ZAGG Winner of Google TV Ads Contest

Advertisement for invisibleSHIELD Chosen by Viewer Voting, One of Three Winners

SALT LAKE CITY, Nov 03, 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 they have been named a winner of Google TV Ads' "TV For All Contest." As one of three winners, ZAGG will receive \$25,000 of national TV advertising on Google TV Ads.

ZAGG's advertisement for the invisibleSHIELD titled "Undercover Secret Spies" was initially chosen by Google TV Ads as a finalist for the contest, and then voted on by viewers. As a winner, ZAGG has been awarded \$25,000 of national advertising on cable channels such as CNBC, Hallmark, and Bravo. The advertisement can be seen on YouTube at the following link: <http://www.youtube.com/user/ZAGGTV#p/u/18/ealEek2Jw-8>.

"ZAGG is known for innovative promotion and advertising, and the Google TV Ads program is a perfect fit for us," said Brian Packer, VP of Marketing of ZAGG. "We are thrilled to win this contest, and look forward to the boost the advertising should bring."

ZAGG was spotlighted with the other contest winners on the Official Google Blog, which is read by nearly 500,000 people daily: <http://googleblog.blogspot.com/2009/10/three-contest-winners-making-their-way.html>.

"Winning this contest validates the time, talent and effort we put into our projects. Our team did an amazing job with limited resources," said Robert G. Pedersen II, President and CEO of ZAGG.

To see more videos from ZAGG, please visit the ZAGGtv YouTube channel at <http://www.youtube.com/user/ZAGGTV>. For information about ZAGG or any of their product lines, please visit www.ZAGG.com.

About ZAGG Inc.:

ZAGG is dedicated to protecting and enhancing the mobile experience. 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.

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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