



ZAGG and Verizon Wireless Reseller Diamond Wireless to Expand Partnership

Original invisibleSHIELD to Be Available in All Locations for Verizon Retailer

SALT LAKE CITY, Sep 10, 2009 (BUSINESS WIRE) -- ZAGG Inc. (OTCBB: ZAGG), a leading producer of mobile electronics accessories including the popular invisibleSHIELD(TM) and ZAGGaudio(TM) brands, will expand their current distribution partnership with Diamond Wireless. An authorized Premium Verizon Wireless Retailer, Diamond Wireless has locations throughout the western United States.

ZAGG's invisibleSHIELD offers consumers an alternative to bulky cases with thousands of precision-cut designs for a multitude of gadgets, including Verizon mobile electronics. The invisibleSHIELD is already offered in 30 Diamond Wireless locations, and the new expansion will introduce ZAGG products in all Diamond Wireless stores, nearly 100 locations.

"We have a great rapport with Diamond Wireless, and our partnership has seen great results and great success," said Derek Smith, ZAGG's Vice President of Sales. "We are thrilled to be taking the invisibleSHIELD to all of their locations, and we feel this is an excellent opportunity for ZAGG. Over the past year we have proven that the invisibleSHIELD works in big box retailers, and our early results indicate it will be a huge success with wireless carriers as well."

The invisibleSHIELD is created from an exclusive, ultra-tough patented film originally designed for the U.S. military to protect helicopter blades from wind, sand, and the wear and tear of high-speed travel. Combining military-grade scratch protection with precision-cut designs, the invisibleSHIELD, backed by a lifetime guarantee, allows customers to use their electronics without the fear of scratches or nicks.

To see ZAGG's full catalog or to purchase online, 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.

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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