



FOR IMMEDIATE RELEASE

**SENA CASES DEBUTS ITS SPRING 2007 COLLECTION OF
PREMIUM, HAND-CRAFTED MOBILE DEVICE ACCESSORIES**

COSTA MESA, CALIF. – With a slew of new mobile gadgets hitting the marketplace this year, luxury handheld device accessory designer Sena Cases has revealed its 2007 collection of premium protective leather cases. The announcement is on the heels of the company's recent debut of its popular IPOD collection, which launched to critical claim in December. The 2007 collection features Sena's four classic designs customized for the newest, most popular device models including the Palm Treo 680/750, Blackberry Pearl, Blackberry 8700 Series, Samsung BlackJack, Cingular 8525 and the Motorola Q.

Known for manufacturing premium portable device cases from the most coveted leathers in the world, Sena's cases are precisely hand-stitched by leather artisans in Turkey. The exquisite craftsmanship is showcased in the company's four premium case models: Classic Flip-Down, MagnetFlipper, LeatherSkin, and the Pouch. Every design offers exceptional details to enhance the functionality of each specific device.

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(714)505-8312 www.senacases.com



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Classic Flip-Down: Designed with functionality in mind the Classic Flip-Down is expertly crafted to include all necessary device port openings, pocket(s) for business or credit cards, and slots for memory cards. The case has a cover hinged at the top that fastens to the bottom with either a snap or magnet to protect the device. Its slim design enhances the sleek features of today's most petite device models. Available for many device models. Retail price: \$45-60.



MagnetFlipper: A cousin of the Classic Flip-Down, the new MagnetFlipper design has all the benefits of its relative including device port openings, a pocket for business or credit cards, and slots for memory cards. The MagnetFlipper is specially designed for smart phones and other mobile devices. Utilizing gravity, the cover is engineered with a hinged bottom and magnetic fastening system at top, thus allowing the cover to be flipped out of the way with a flick of the thumb and enabling the user to quickly answer the phone. Like all Sena accessories, the MagnetFlipper is custom designed for a myriad of devices, resulting in a slim and snug fit. Retail Price: \$45-60



Black LeatherSkin: This form-fitting case is comprised of ultra-thin premium leather providing a soft layer of "skin" to gently protect devices from scratches. The fine, slender design offers a tight fit enhancing the curves of the device. Perfected for many of today's most popular devices. Retail Price: \$39.99

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The Pouch: A popular design for many phones and PDAs, the pouch provides expert protection especially useful when put in a purse or briefcase. The pouch is available in both a lateral or vertical design and includes either a magnetic or snap closure. The pouch provides extra cushion and a soft velvet lining to comfort your device during travel. Retail Price: \$39.99-49.99



LeatherSkin Pouch: The LeatherSkin Pouch is a combination deal. It includes the popular protective LeatherSkin case, which neatly fits inside a uniquely designed lateral pouch. Retail Price: \$60

Sena Cases are offered in classic leather or patterned leather such as crocodile in a variety of colors. Cases are available at senacases.com.

ABOUT SENA CASES

Sena Cases™ is a leading designer and manufacturer of slim, functional, and elegant leather cases for PDAs, phones, smartphones, MP3 players and cameras. The perfect marriage of form, function and style, Sena's designer cases are custom created for devices by HP, Apple, Palm, Blackberry, Motorola, Sprint, T-Mobile, Verizon, Samsung, Siemens, Sony, Dell, and more. All cases are individually handcrafted and constructed of full-grain, top quality, genuine calfskin leather. Known for their slim design and detailed functionality, Sena Cases offer device protection with a fashion-forward style.

For more information on Sena Cases, visit www.senacases.com.

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Photography available upon request.

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