



FOR IMMEDIATE RELEASE

SENA DEBUTS NEW PALM CENTRO PROTECTIVE LEATHER CASES

TUSTIN, CALIF. – Luxury handheld device accessory designer, Sena Cases, announces the launch of its new collection of cases for Palm Centro. Created to enhance its functional design and modern flair, the cases provide the ultimate insurance to protect the Centro from wear and tear.

Known for manufacturing premium portable device cases from the finest quality and most coveted leathers in the world, Sena's cases are precisely hand-stitched by leather artisans. Every design offers exceptional details to enhance the functionality of each specific device. The Palm Centro cases are available in two styles LeatherSkin and the MagnetFlipper.

Palm Centro LeatherSkin

LeatherSkin is the perfect form-fitting case. It is comprised of ultra-thin premium leather providing a soft layer of "skin" to gently protect the device from scratches. The fine, slender design offers a tight fit enhancing the curves of the device. Features include: ultra slim design, microphone and speaker opening, easy access to keyboard and screen, ratchet belt clip with removable tab, easy camera access, no plastic cover on the screen or keyboard and a charge through travel cable.

Palm Centro MagnetFlipper

The Palm Centro MagnetFlipper case includes perfectly customized device port openings and slots for memory cards. 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 while enabling the user to quickly answer the phone. Features include: ultra slim design, microphone and speaker opening, easy access to keyboard and camera, two micro-SD card slots, no plastic cover on the screen or keyboard and a charge through travel cable.

--More--

14711 Bentley Circle, Tustin, CA 92780

(714)505-8312 www.senacases.com



SENA CASES: PALM CENTRO -- 2

The Palm Centro cases are offered in over 10 colors and leather variations. Special Pre-order Pricing: \$42.49 each through November 14, 2007. Regular price: \$49.99. For more information or to purchase, visit www.senacases.com.

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's cases offer device protection with a fashion-forward style.

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

Photography available upon request.

###

Press Contact:

Heather Brown
Brown Marketing & Public Relations
949-310-8662
hbrown@brownpublicrelations.com

14711 Bentley Circle, Tustin, CA 92780

(714)505-8312 www.senacases.com