



FOR IMMEDIATE RELEASE

NEW LUXURIOUS AND PRACTICAL PROTECTION FOR IPHONE 3G

COSTA MESA, CALIF. -- California-based luxury handheld device accessory designer, Sena Cases, announces the launch of two *new* special designs for the iPhone 3G. The cases are precisely handcrafted by leather artisans in Europe, and each is developed from the finest quality, full-grain, soft Italian Napa leather. Sena Cases offers a total of seven cases for the iPhone 3G including the new Sena MagnetFlipper Case and the Sena Dockable Case which allows the iPhone to be used and “docked” without removing the device from the case. The designs are highlighted below:

The Sena Dockable Case: The Dockable is a premium leather flip-top case specially designed to work with the docking station while offering full functionality of the iPhone. The Dockable is custom designed to protect every curve of the iPhone and is surrounded by a soft velvet lining. The case has a snap closure to hold the iPhone secure and protected. Sena is the pioneer and expert designer of dockable cases that are perfectly constructed for maximum functionality. Retail Price: \$52.00

The Sena MagnetFlipper Case for the iPhone 3G: The MagnetFlipper is a ground-breaking design and most practical flip-style case that enables the user to quickly answer the iPhone and access all of its functions. Utilizing gravity, the cover is engineered with a hinged bottom and magnetic fastening system at the top, thus allowing the cover to be flipped out of the way with a flick of the thumb. Retail Price: \$52.00

Both styles are offered with the Sena Removable Ratchet Belt Clip System which allows the case to be used with or without the removable belt clip.

Sena Cases offers the following cases for the iPhone 3G: The Dockable, MagnetFlipper, Elegia Pouch, WalletSkin, WalletBook, UltraSlim Pouch and LeatherSkin Case. All cases are offered in a variety of classic leather colors available at <http://www.senacases.com/Brands/iPhone-3G-Cases>.

ABOUT SENA CASES

Sena Cases is a leading designer and manufacturer of luxury leather cases for today’s most popular mobile devices. All cases are individually handcrafted and constructed from the finest, full-grain, exclusive calfskin Napa leather imported from Italy and Turkey. Sena products are available at the Sena Store online, at worldwide Apple retail stores, and other authorized worldwide retailers.

Photography available upon request.

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