



FOR IMMEDIATE RELEASE

**SENA CASES DEBUTS LIVE HANDCRAFTING BY MASTER LEATHER ARTISAN AT MACWORLD 09**

***Customized Luxury Leather iPhone Cases—Hand Sewn on the show floor Booth #3310***

TUSTIN, CALIF. -- California-based luxury handheld device accessory designer, Sena Cases, announces a "LIVE" demonstration of Customized Leather Cases--Exclusive Preview Only at Macworld.

Sena reveals full customization of its luxury leather cases which will be available through the Sena website in early 2009. Sena customers will be able to select an individualized design, leather type, leather color/pattern, and add/remove additional features such as clips and closure systems. Each case may be further personalized with laser engraving text, a Company logo or graphic.

At Booth #3310, Sena Cases will have a sneak peek preview of its upcoming customization offering precisely hand-stitched by its on-site leather artisan. Sena offers an **exclusive special invitation** to the Macworld Editors and Press Staff to visit the Sena booth to watch our Master Artisan, while he designs their complimentary custom case with a selected individualized style. The preview will include only a subset of customization options, all options will be available online through its website in early 2009.

**ABOUT SENAS CASES** -- Sena Cases is a leading designer of luxury leather cases for today's most popular mobile devices and custom designs cases for the Apple iPhone, iPod touch, iPod, Nano and MacBook Air. All cases are individually constructed from the finest, full-grain, Italian Napa leather imported from Italy and Turkey. Sena products are available at the Sena Store online, at worldwide Apple Stores, and other authorized worldwide retailers.

Visit [www.senacases.com](http://www.senacases.com) to view and purchase our entire product line.

*Photography available upon request--***Press Contact: Kris Scott**, Sales & Marketing Manager

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