



FOR IMMEDIATE RELEASE

SENA CASES REVEALS NEW DESIGNER COLLECTION FOR APPLE'S IPHONE 3G & 3G S *Stylish, Upscale, Luxury Designer Series and Stitching as Avant-Guarde as the iPhone Itself*

TUSTIN, CALIF. – California-based luxury handheld device accessory designer, Sena Cases, announces the launch of its new unique Sarach Designer Series collection for the iPhone 3G and 3G S. Created to enhance functional design and protection with modern flair, the innovative collection showcases a hand-sewn, two-tone saddle-stitched design offering a unique, stylish accessory for the Apple iPhone.

Known for designing cases from the finest quality and most coveted leathers in the world, Sena's cases are precisely hand-crafted by leather artisans. Every design offers exceptional details to enhance the functionality of each specific device while providing protection. The exquisite craftsmanship is showcased in the company's beautiful new Sarach Designer Series collection including the **Sarach Flip and LeatherSkin cases for the iPhone 3G and iPhone 3G S**. The Sarach cases offer a one of a kind creation with a luxurious, designer high-end style.

The Sarach cases are comprised of Sena's classic, smooth leather. They are individually handcrafted from the finest Italian leather with Sena's well-known quality and strong attention to detail. The new designs offer an ultra-slim design with quality and elegance of Sena's signature styles such as the LeatherSkin and Flip Style case. The Sarach Designer Cases are also offered in a variety of leather and thread color combinations.

iPhone 3G/ 3G S Sarach Flip Case:

The Sarach Flip case is a front-flap style featured in the unique Sarach Designer Series by Sena. It showcases a hand-sewn two-tone saddle-stitched design offering a personalized hand stitched look. The case design provides specialized openings for easy access to all device-operating functions and also includes a hidden multi-purpose pocket. With just a flick of the thumb, the flap which includes a magnetic fastening system at the bottom can be flipped up exposing the face of the device enabling the user to quickly answer the phone.

iPhone 3G / 3G S Sarach LeatherSkin Case:

The Sarach LeatherSkin case is the second style featured in the unique Sarach Designer Series by Sena. It showcases a hand-sewn, two-tone, saddle-stitched design offering a personalized hand stitched look. The case design provides specialized openings for easy access to all device-operating functions and also includes a snap closure strap to keep the device snugly in place. The open form-fitting design exposes the face of the device enabling the user to quickly answer the phone and experience constant unrestricted access and play-thru style.

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SENA SARACH DESIGNER SERIES COLLECTION – 2

Sena Cases CEO Ramsey Oten, Ph.D., is proud of the new designer cases. “We invested a significant amount of time to develop the new Sarach Designer Series and the cases are very unique because we have created an exceptional designer case with the hand-sewn, saddle-stitched design coupled with the magnificent quality of Sena leather and craftsmanship,” Oten said.

Sena Cases offers 11 styles and cases for the iPhone 3G and iPhone 3G S including the new Sarach Designer Cases, the new Corsa Designer Cases, Dockable, MagnetFlipper, Elegia Pouch, WalletSkin, WalletBook, UltraSlim Pouch and LeatherSkin Case. All cases are available at:

<http://www.senacases.com/Brands/Apple-iPhone-Cases>.

The Sarach Designer Series collection for the iPhone 3G and 3G S is offered in a variety of classic leather and thread color combinations. The cases are available at <http://www.senacases.com/Brands/Apple-iPhone-Cases> or by calling us at: 1-888-SENA-USA, or 1-714-505-8312.

ABOUT SENA CASES -- Sena Cases is a leading designer of luxury leather cases for today’s most popular mobile devices and custom designer cases for the Apple iPhone 3G, iPhone 3G S, iPod touch, iPod nano, iPod classic and MacBook Air. All cases are individually constructed from the finest, full-grain, Italian leather imported from Italy and Turkey. Sena products are available at the Sena Store online, at worldwide Apple Stores, and other authorized worldwide retailers

Known for their slim design and detailed functionality, Sena’s cases offer device protection with a fashion-forward style. Sena is well known for creating the finest, handcrafted, functional, and luxurious leather products.

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Photography available upon request

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