



FOR IMMEDIATE RELEASE

Contact: Niamh Borrel, Public Relations
Phone: 602.553.2222
Email: info@sportsmouse.net

WIRELESS SPORTSMOUSE® SCORES THE BIGGEST SHOPPING MALL IN THE SKY - SKYMALL!

The Fun Computer Mouse for Sports Fans Everywhere!

PHOENIX, AZ – November 29, 2012 - Sports Mouse, LLC announced today it will sell its popular wireless sports computer mouse on SkyMall's web based catalogue website. 'We are very excited to work with SkyMall,' said Nick Pajic Jr., the President of Sports Mouse. We expect strong demand for our innovative, cool and hip premium quality sports mouse by SkyMall's affluent, discriminating and on the go customers'.

Finding a one-of-a-kind gift can be quite challenging for the busy, on-the-go airline travelers. It's not a surprise why so many turn to SkyMall for innovative, versatile and practical products. The cool, hip, revolutionary sphere shape design that better fits the natural curvature of the hand and is healthier to use according to Dr. Sebastian Ruggeri, renowned Arizona hand and arm surgeon, is a perfect fit for SkyMall's customers.

Sportsmouse® comes with interchangeable and exciting soft sport 'skins' that make browsing more fun. 'When it's basketball season, simply slip on the basketball sport skin; when it's baseball season, just peel off the basketball sport skin and roll on the baseball sport skin; same with tennis and golf. You don't have to buy a new computer mouse, just change the sport skin! ', said Nick Pajic Jr.

Sportsmouse® is also technologically advanced: 2.4 GHz, 1200 DPI Optical Sensor, Plug & Play technology, 256 ID Code selection, 6-10 meters operating range, Nano dongle, compatible with Windows and Mac platforms. It's also smart. Another words, it can be programmed to go to a unique website. This makes it an ideal branding tool. 'Imagine the power of having your best customers holding your brand in their hand all year long! Nothing to remember, nothing to key in just click and hold the scroll wheel for approximately two to three seconds and the mouse takes you to a pre-programmed web page,' said Nick Pajic Jr. The promotional line is available in minimum quantities of 50. For more information please visit www.sportsmouse.net.

About Sports Mouse

Sports Mouse, LLC (formerly Jelfin) is a young, innovative, forward thinking company committed to designing, making and turning ordinary products that we use every day into extraordinary must have products with personality. The ball-shaped mouse design better fits the natural curvature of the hand. Users cup their fingers naturally around the ball rather than extending them out for more natural and ergonomic feel that translates into superior performance.

###