



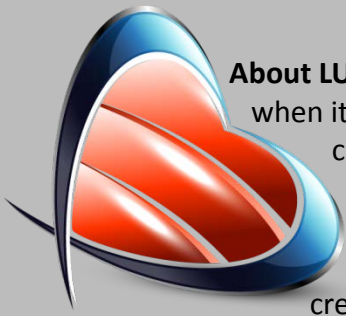
LUVVITT

www.LUVVITT.com

PRESS KIT

Visit us at the
2013 International CES
At the Las Vegas Convention Center
Booth 4102





About LUVVITT® (www.LUVVITT.com): LUVVITT® is the mobile accessories leader when it comes to cutting edge creations, delivering both practical, fashion-forward cases and covers for smartphones and tablets. Known as the Apple accessories experts, LUVVITT® takes pride in producing high quality, innovative designs that enhance and protect your valuable devices. From iPhones and iPads of all sizes, to Samsung products and other tablets, LUVVITT® is committed to creating the slimmest, lightest designs that combine fashion and function. Protect what you love with LUVVITT® top of the line accessories and *wrap it, before you tap it!*

LUVVITT® Launches 7 Innovative iPad Mini and iPhone 5 Accessories at The 2013 CES Show

LUVVITT® the Apple electronics experts, will be debuting coveted innovations at the 2013 International CES®. LUVVITT® will be at booth **4102** from January 8th to January 11, 2013 at the Las Vegas Convention Center near the iLounge Pavilion.

CEO Eli Altaras has arranged the launching of seven exciting, new creations from LUVVITT® at this year's 2013 International CES®. Altaras has outdone himself again with the creation of five new fashionable and functional cases for the iPad Mini. Among the items being launched by LUVVITT® for the iPad Mini, is the ACROBAT Case. This sleek case has a triangular-shaped stand built into the design. The ACROBAT flips from a case to a stand in one smooth swoop for perfect portability.

Next on the release list, is the LUVVITT® SHIFTER Case for the iPad Mini, which is a lightweight 2-piece detachable case. The SHIFTER provides protection at home or in the office, while the outer shell allows for easy traveling for those on the go! With one click, your favorite case becomes a must-have travel accessory.

Also included on the list is the ATTITUDE Case, a LUVVITT® design for the technologically savvy and fashion friendly. With a slim build that matches eye appeal with practicality, the ATTITUDE case fits the iPad Mini like flawless couture. All LUVVITT® products are available at www.LUVVITT.com.

LUVVITT® will also be debuting two of their designs originally created for the iPad, now with smaller dimensions to precisely fit the iPad Mini: The 3D Slim Folio Case and the Ultra Thin Keyboard Case. In addition, look out for two additional cases from LUVVITT® for the iPhone 5 at the 2013 International CES®: the CLEARVIEW CASE and the LEOPARD CASE.

"I cannot wait to bring these products to my consumers at such a prestigious event. The 2013 International CES® is the perfect platform for our new products," said CEO Eli Altaras, "We're also thrilled about showcasing the LUVVITT® Ultrathin Keyboard Cover – the thinnest and lightest keyboard cover in the world for the iPad. A second edition of this will be equipped with a backlight - look for it in the coming months."

LUVVITT® is a New York based company that creates protective electronic gear with a focus on covers and cases for Apple products. From contemporary iPhone cases to impenetrable iPad cases, LUVVITT® promises to protect *your* favorite Apples from bruising...in style!



HOT NEW PRODUCTS FROM LUVVITT

For the iPad Mini:

LUVVITT® ACROBAT Case: No more detaching your iPad Mini from the case to get a better view, with the ACROBAT, one swift motion sets this case apart, and sets you up for various angles of viewing! With functionality at its heart, the ACROBAT iPad Mini Case / Cover has a unique triangular-shaped built in stand which is made to be used without unsnapping the two corners of the iPad Mini from the case. Simply shift the iPad Mini into position on the stand and begin reading, writing or typing.



LUVVITT® ACROBAT Case

LUVVITT® Ultra Thin Keyboard Cover - The thinnest and lightest keyboard cover in the world is now available for the iPad Mini!

LUVVITT® ATTITUDE Case: This fashion-forward case comes in a black and white combination so that your case not only gives protection, it has attitude! The monochromatic **LUVVITT® ATTITUDE Case** for iPad Mini is slim in stature and big on protection with a tough exterior that protects the iPad Mini from bumps, dirt and scratches. Combining couture form with high-tech functionality. The ATTITUDE Case is custom made to fit the smaller dimensions of the Mini and fits sleekly around the tablet's micro curves.



LUVVITT® ATTITUDE Case

LUVVITT® SHIFTER Case: Equipped with a back case and leather outline around the frame of your iPad Mini, the outer shell magnetically attaches for safe, easy protection! The **LUVVITT® SHIFTER Case** is compact, lightweight and sleek. The LUVVITT® SHIFTER 2-Piece Convertible Case and iPad Mini Cover combo is the fourth of the five designs and an essential accessory for anyone who needs extra protection on the go. The lighter, slimmer, inner detachable case can be used alone for quick tasks and then attached to the outer shell with quick click magnets for viewing, typing or transportation. Equally at home protecting the iPad Mini from dust, scratches and impact while toting around



LUVVITT® SHIFTER Case

town as it is providing multiple viewing angles for easy reading and faster typing, the SHIFTER iPad Mini Cover is hardworking, durable and compact.

LUVVITT® 3D Slim Folio Case: Sleek and slender, this 3D case keeps your iPad secured in class fashion while traveling and gives your iPad Mini a perch to rest upon when opened. This is a fusion between a classic flip-stand style iPad case and LUVVITT'S trademark commitment to design superiority, the 3D Slim Folio Case / Cover for iPad Mini is form-fitting protection personified. The 3D case preserves easy button and connector access, does not hinder the auto screen sleep or wake function and adds mere millimeters to the thin iPad Mini profile. The built in stand makes for easy reading or typing, making the 3D folio case perfect for those on the go.



LUVVITT® 3D Slim Folio Case

For the iPad:

LUVVITT® Ultrathin Keyboard Cover - The thinnest and lightest in the world!
Released just two months ago, and being featured at CES. Soon to be released in a second version equipped with a backlight.



LUVVITT® Ultrathin Keyboard Case

For the iPhone5:

LUVVITT® LEOPARD Case - The attitude case of 2013, protecting technology in PURRRfect style!

LUVVITT® CLEARVIEW Case- With seven accent colors to choose from, the CLEARVIEW Scratch-Resistant case protects your iPhone5 with a dash of fun on top of sophisticated coverage.



LUVVITT® CLEARVIEW Case



LUVVITT® Perfetto
Leather Case for iPad



LUVVITT® Soft Cases
for iPhone 5



LUVVITT® Hard Cases
For iPhone 5



LUVVITT® Bumper Cases
For iPhone 5



Leather Cases for
Samsung Galaxy S III



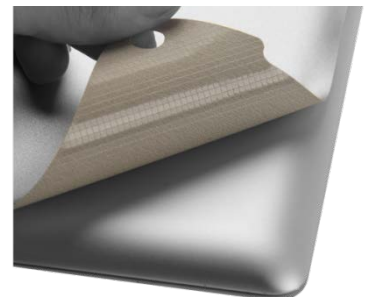
LUVVITT® Glaze Hard Shell
Cover for iPad



LUVVITT® Soft Skin Back
Cover for iPad



LUVVITT®
Master Sleeve 10



LUVVITT® Silverback
Skin for iPad

*****MEDIA ALERT/COVERAGE/PHOTO OPPORTUNITY*****
LUVVITT® Celebrity Appearances at the 2013 International CES



WHAT:

LUVVITT® will kick off the New Year at the 2013 International CES with special celebrity appearances. LUVVITT® is the mobile accessories leader when it comes to cutting edge creations, delivering both practical, fashion-forward cases and covers for smartphones and tablets. From iPhones and iPads of all sizes, to Samsung products and other tablets, LUVVITT® is committed to creating the slimmest, lightest designs that combine fashion and function. Protect what you love with LUVVITT® top of the line accessories and wrap it, before you tap it! Reality Star Lana Fuchs and former Welterweight Boxing Champion Victor Ortiz will be signing autographs and holding a meet and greet for fans and media at the LUVVITT® booth, 4102, at the Las Vegas Convention Center on January 8, 2013.

WHO:

LUVVITT® CEO, Eli Altaras & special celebrity guests already confirmed:
Lana Fuchs, Star of TLC's new hit show Sin City Rules
Victor Ortiz, Former Welterweight Champion of the World/Host/Actor/Entrepreneur

WHEN: Tuesday, January 8, 2013
2pm-3pm

WHERE: 2013 International CES BOOTH 4102
Las Vegas Convention Center North Hall, Grand Lobby
3150 Paradise Road
Las Vegas, Nevada 89109

OPPORTUNITY:

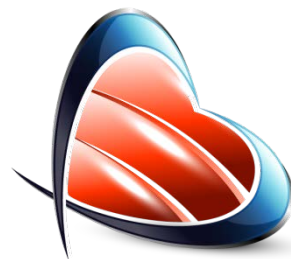
Photo opportunities and media interviews, autograph signing for fans

MEDIA RSVP: TLK FUSION

Tracy Keyser
213-250-6777
talktoTracyKeyser@TLKfusion.com



LUVVITT® Introduces Innovative LUVVITT® ACROBAT Case for iPad Mini



LUVVITT®, the Apple accessories experts, introduces a fresh new product, the [LUVVITT® ACROBAT Case for the new iPad Mini](#). The custom made cover is specifically designed with detail in mind, to perfectly mimic and fit the sleek and slender build of the iPad Mini.

The innovative ACROBAT Case fuses forward-thinking design with unprecedented levels of usability. The cutting-edge triangular built-in stand can be flipped into a standing position with one fluid motion, without having to detach the corners of the iPad Mini from the case. The unique design is further enhanced with its accessibility features, including exposure to all buttons and connectors, and a compact design that does not add bulk or weight, which makes traveling with the iPad Mini a technological piece of cake.

With the [LUVVITT® ACROBAT Case for the new iPad Mini](#), battery life is retained thanks to 100% accurate screen auto sleep/awake functions. The soft interior will signal the iPad Mini to sleep when the cover is closed and awake when the cover is open, while protecting against intruding dirt and dust. On the outside, the flexible yet durable transformational case defends against scratches and life's unavoidable impacts.

“The LUVVITT® ACROBAT iPad Mini Case was created to bring the consumer the best in technological apparel. We envisioned a timeless design equipped with today's most innovative technology and we feel that the LUVVITT® ACROBAT iPad Mini Case fits this vision to perfection,” said CEO Eli Altaras.

Simple, chic, and strategically created, the [LUVVITT® ACROBAT Case for the new iPad Mini](#) breaks any unforeseen falls without breaking the bank, and is available at www.LUVVITT.com for just \$29.95. With an array of cases, covers, skins, and sleeves available for Apple, Samsung, Google Nexus 7, and Kindle products, [LUVVITT®](#) has you covered! To keep up with newly released items and weekly blog posts, visit www.LUVVITT.com. Stay in touch with LUVVITT news via their [Facebook](#), [Linked In](#), and Twitter [@LUVVITT_](#).

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**LUVVITT® Has A Clear View On The Next iPhone 5 Cover:
LUVVITT® CLEARVIEW CASES**



LUVVITT® has taken yet another bite out of the Apple accessories market as CEO Eli Altaras prepares to launch the new face of the iPhone 5 case. The arrival of 2013 brings with it the arrival of the LUVVITT® CLEARVIEW Scratch-Resistant and Flash Friendly Slim Case for the iPhone 5. LUVVITT® is known for protecting and enhancing your favorite mobile devices, as the “Apple accessories experts” they have yet again brought you another product that provides drop protection on all four sides for the iPhone.

The LUVVITT® CLEARVIEW CASE has a clear, durable back, with a border of color, for a perfectly safe and undeniably chic look. This is a hybrid case with a hard back and a soft frame, a small lip hugs the front of the iPhone 5 allowing you to set the phone down on any surface yet protecting the screen at the same time. iPhone 5 owners, prepare yourselves for a savory selection of seven pops of color: crystal clear, classic black, vanilla white, fuchsia pink, blueberry blue, along with two transparent options, smoky black and delicate pink.

The CLEARVIEW CASE has a scratch-resistant coating, both inside and out, so you are fully equipped to endure daily scratches and scuffs. Your iPhone 5 will be safe and sound inside its CLEARVIEW grip, with just enough access to simplify your needs. Plug in your headphones and charge your iPhone 5 without ever having to remove your CLEARVIEW CASE. This advanced case also ensures 100% accuracy when taking photos, you can even expect clear pictures in the dark without blurs thanks to the camera hole that complies with Apple design guidelines and passes all Apple camera flash tests.

Snapping pictures in style is made easy with The LUVVITT® CLEARVIEW CASE camera lens opening, which gives every iPhone 5 a perfectly *clear view*. Protection and convenience never looked so good. “We are so excited about this product. It’s has a classic crystal shell that comes alive with just a hint of color. We will be debuting and showcasing the CLEARVIEW CASE at the 2013 International CES® show next month,” said LUVVITT® CEO Eli Altaras.

The LUVVITT® CLEARVIEW CASE is available now for \$19.95 on www.LUVVITT.com. To get a first look at the CLEARVIEW CASE and six other LUVVITT® debuts, stop by Booth 4102 at the 2013 International CES® in Las Vegas January 8th to January 11, 2013 at the Las Vegas Convention Center.

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LUVVITT®

Wrap It Before You Tap It!

www.LUVVITT.com

Come see us at **booth 4102** at the LVCC North Hall right by the N3 entrance during the 2013 International CES show starting January 8th

LUVVITT®
ACROBAT Case For
iPad Mini



LUVVITT®
Ultrathin Keyboard Cover
For iPad



LUVVITT®
CRISTAL Case For iPhone 5



LUVVITT®
Genuine Leather
Pouch For
Galaxy S3

MASTER Sleeve
For iPad



LUVVITT® LLC Headquarters
2118 Steinway St. FL 2
Astoria, NY 11105

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