



FOR IMMEDIATE RELEASE

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

LOS ANGELES, CA (December XX, 2012): 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!

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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!*