



WaterField Designs Expands Kindle™ Case Line for Kindle™ 3

The WaterField Designs Ultimate SleeveCase, EXO SleeveCase, Slipcase, Suede Jacket, & Travel Case for the Kindle™ 3 offer customers stylish, rugged options for protecting Kindle™ 3

San Francisco, CA—WaterField Designs, an innovative leader in custom laptop sleeves and designer bags and cases for digital-minded professionals, announces five protective cases for the Amazon Kindle™ 3: the Ultimate SleeveCase, the EXO SleeveCase, the Slip Case, the Suede Jacket, and the Travel Case. All are custom-fitted to the Amazon Kindle™ 3 dimensions. Each stylish case offers protection and accessibility, while maintaining a light look and feel. In addition, the Kindle™ 3 will fit nicely into WaterField's Personal size Muzetto, an urban, leather "man bag".

"We're offering Kindle™ users multiple options to serve different needs," explained owner and chief designer, Gary WaterField. "We try to cater to people's varied needs for protection, style and taste."

The Ultimate and EXO SleeveCases offer the most protection, with the Ultimate designed for the naked Kindle™ and the EXO for the Kindle™ within the Kindle Leather Cover from Amazon. The sporty Slip Case provides quick access and the Suede Jacket protects against screen scratches. The Travel Case keeps the Kindle and its accessories organized in one place so users can take off without worrying about missing items.

The Ultimate SleeveCase for the Kindle™ 3 protects the device with high-grade neoprene combined with a sturdy, black, ballistic nylon shell, and a lightly padded closing flap. An impact resistant, screen-protecting insert keeps the e-reader safe and an Ultrasuede® liner cleans the screen each time it is inserted and extracted from the case. A rear, open-top pocket stows USB cable, ear buds, etc. With the optional Simple or Suspension Shoulder Strap, users can wear the case on its own, or toss it into a tote bag. Optional trim colors include grey-checked Indium or distressed brown leather.

The EXO SleeveCase for the Kindle™ 3 looks and feels similar to the SleeveCase (without the screen insert and Ultrasuede® liner), but is designed to hold and protect the Kindle™ 3 when it is *inside another case*. The EXO offers the same options as the SleeveCase: a shoulder strap and two trim options.

The Slip Case for the Kindle™ 3 sports a choice of five vibrantly colored, water-resistant materials on its exterior, a lightly padded, scratch-free liner, and an impact-resistant plastic insert to protect the screen. The open top provides quick, yet secure access to the e-reader.

The Suede Jacket Case for the Kindle™ 3 provides scratch-free protection in a minimalistic Ultrasuede® pouch that doubles as a screen cleaner.

The Travel Case for the Kindle™ 3 is designed with padded, internal compartments to keep the Kindle™ 3, the power adapter, the clip light, and any additional accessories tangle-free and organized while in transport. Self-locking zippers on a front pocket and the main compartment ensure that contents stay in. Available in five vibrant colors, the water-resistant case maintains its thin, compact shape, even when fully packed. Users can toss the case in a bag or opt for a removable shoulder strap to carry it as a stand-alone case.

Availability & Pricing

All five cases plus the Personal size Muzetto are available for pre-order from www.sfbags.com.

Shipping begins September 1, 2010.

Ultimate SleeveCase for the Kindle™ 3: \$49-\$54; Black with grey Indium or brown leather trim.

EXO SleeveCase for the Kindle™ 3: \$45-\$50; Black with grey Indium or brown leather trim.

Slip Case for the Kindle™ 3: \$29; Black, silver, blue, green or red.

Suede Jacket for the Kindle™ 3: \$19; Black.

Travel Case for the Kindle™ 3: \$59. Black, silver, blue, green or red.

Detachable Shoulder Strap for the SleeveCase, EXO or Travel Case: \$9 or \$19.

Personal sized Muzetto: \$179. Black, copper, flame, green, pine, pearl.

About WaterField Designs

WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, cameras, and other digital gear. All products are manufactured to exacting standards in San Francisco. More information is available at www.sfbags.com.

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