



Press Release

Power Your Possibilities: iGO Announces New Brand Identity and Product Line

SCOTTSDALE, Ariz., Nov. 1, 2012 (GLOBE NEWSWIRE) -- iGO (Nasdaq:IGOI), a globally leading mobile accessories company, announced today the launch of its new corporate identity with the roll out of its redesigned brand – integrating everything from a new logo and color palette to a revitalized website and product line. The refresh celebrates the success of the brand's reputation for premium power solutions over the past seventeen years and matches the company's modern and imaginative approach to design, pushing boundaries of the mobile lifestyle.

In the words of Seth Egorin, iGo's VP of Marketing, "The goal for our brand progression is to showcase a distinct and modern identity as a consumer electronics company. The new iGO tagline – 'Power Your Possibilities' – was inspired by the ever-growing need for mobile power to support the fast-paced lifestyles of today."

iGO aims to deliver power to people through innovative products that are both functionally and aesthetically compelling. With a foundation built on quality and a new corporate identity, iGO stays aligned with the engineering that has historically made their customers happy.

The main message behind iGO's newly refined identity is to capture the energy of consumers and empower them to have a constant connection to the most relied on mobile devices. "In conjunction with a fresh look and feel, iGO is in the process of rolling out an innovative product line dedicated to providing power to people of all walks of life," said Mike Heil, iGO's CEO. "Power to the startup owner sitting on a conference call, power to the parents capturing their child's first steps, and power to the adventurer exploring all ends of the globe."

Shop for products and learn more about the new iGO at <https://www.igo.com>

iGO media and sales team will be present at CES 2013 in Las Vegas. To schedule a meeting or request more information, please contact Haley Davison at media@igo.com.

About iGO: iGO has been a leader in the mobile accessories industry since 1995, offering premium power solutions for laptop computers and electronic mobile devices that enhance the possibility of living life fully charged. iGO's universal chargers, batteries, and audio accessories offer revolutionary support and performance that elevates the mobile consumer experience across all pursuits and passions.

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