



Press Release

iGo Signs Shaquille O'Neal as Spokesperson for New Products

Basketball great will promote new line of rechargeable batteries, headphones

SCOTTSDALE, Ariz., Jun 14, 2011 (BUSINESS WIRE) --

[iGo](#), Inc. (Nasdaq: IGOI), the most trusted name in the mobile accessory market, announced that well-known personality and [basketball](#) legend [Shaquille O'Neal](#) has signed a four-year agreement to become the company's official champion of the new iGo rechargeable batteries and iGo-branded headphones that will launch nationwide this summer.

Shaq will serve as ambassador of iGo Green rechargeable alkaline batteries, which give consumers rechargeable batteries at throw-away prices, providing a significant value. Shaq will also promote the complete line of [iGo headphones](#) and earbuds that offer music fans affordable high-quality sound, including a line of headphones with active noise cancellation. All iGo headphones come with an integrated microphone, giving users the ability to communicate with others when used with a smartphone or laptop.

"Shaq teaming up with iGo will bring increased recognition to the brand and make a big footprint in the mobile accessory marketplace," said Mike Heil, President and CEO of iGo. "While Shaq is recognized worldwide for his athletic skills, he is also known for championing products that deliver value, durability and functionality - that is why he is the ideal person to help us get the word out."

Shaq is among the most well known figures in the world with an imposing presence on the court, in the business world and in the online community. He is currently ranked No. 4 on Forbes Magazine's list of most influential athletes for 2011; he was recognized as the most effective endorser of all active NBA players by Nielsen in 2010; and he was named by TIME magazine as one of the best picks for Twitter feeds, helping to shape the conversation with nearly 3.8 million followers.

"I have done a lot of traveling in my life, and spent countless hours in airports. During this time I have become very familiar with the iGo brand and its affordable reliability. That's why I am so proud to be part of the iGo family, and help spread the word about their new products," said Shaquille O'Neal. "I am very excited for the consumer, because now they will have the opportunity to purchase a high quality product at an affordable price."

Shaq will be incorporated into the company's marketing and advertising campaigns, including print creative, packaging, in-store and online promotions as well as special event appearances across the country.

For more information about iGo, please visit www.iGo.com. Stay connected with iGo at www.Facebook.com/iGo and www.Twitter.com/iGo.

About iGo

iGo, Inc. offers a full line of innovative accessories for almost every mobile electronic device on the market. Whether a consumer wants to power, protect, listen to, share, cool, hold or connect to their device, iGo has the accessories they need. iGo is also a leader in developing eco-friendly power solutions based on its patented iGo Green(R) technology, which automatically reduces the wasteful and expensive standby, or "vampire," power consumed by electronic devices. iGo products are available at www.iGo.com, as well as through leading resellers and retailers throughout the world. For additional information, call 480-596-0061 or visit www.iGo.com. iGo is a registered trademark and KeyJuice is a trademark of iGo, Inc. All other trademarks or registered trademarks are the property of their respective owners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6758885&lang=en>

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