



## Press Release

### **iGo Launches Bold New Site With Robust Navigation and Customer Service**

SCOTTSDALE, AZ, May 25, 2011 (MARKETWIRE via COMTEX) --

iGo, Inc. (NASDAQ: IGOI), the most trusted name in the mobile accessory market, introduces a completely redesigned website, [www.iGo.com](http://www.iGo.com), featuring a brand new look, enhanced design and advanced functionality to serve consumers better than ever.

The new site is easier to navigate, offering iGo shoppers the choice to browse by device or product category -- everything from chargers, audio, protection, batteries and more. The homepage also includes rollover functionality to allow consumers to view detailed product information, videos and even purchase directly from the main page -- very different from the previous version.

"With consumer interest and demand on [iGo.com](http://iGo.com) bigger than ever, iGo responded by giving its fans a more robust website that's intuitive to the needs of each shopper," said Jason Edwards, director of e-commerce for iGo. "Everything from the bold homepage to the simplified checkout process is built to serve the consumer more quickly and efficiently."

The site's new "My Devices" feature organizes iGo products around a specific device. For example, when users search "iPhone 4," they will receive a list of all iGo products compatible with that device. With these details now on one page, consumers see the entire breadth of products iGo offers and know exactly what products work for their own device. Users can save a search in the "My Devices" locker for future visits to quickly find chargers and other accessories.

The new site also spotlights the latest iGo news on the homepage and provides an informative press center to serve reporters and bloggers better with resources right at their fingertips.

To check out the new iGo site, please visit [www.iGo.com](http://www.iGo.com).

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](http://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](http://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.

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