



Press Release

Award-Winning and Compact iGo KeyJuices Juice Up Devices On-the-Go

SCOTTSDALE, AZ, Mar 29, 2011 (MARKETWIRE via COMTEX) --

iGo, Inc. (NASDAQ: IGOI), the most trusted name in the mobile accessory market, introduces the iGo KeyJuice(TM), a convenient, pocket-sized USB charging and syncing cable for smartphones and other mobile electronic devices that simply snaps into one compact unit for easy charging on-the-go.

Smaller than a pack of gum and as light as a pen, the iGo KeyJuice unfolds to reveal a full USB connector and both micro- and mini-USB connectors, which will work with any smartphone or other device that charges via micro- or mini-USB. A second model has a full Apple connector, enabling convenient charging and syncing of all iPods, iPhones and iPads.

"The KeyJuice directly addresses consumers' need for an ultra-compact, portable and multi-functional accessory that supports charging and syncing, instead of carrying multiple cables," said Wally Thornton, vice president of product management and supply chain of iGo. "With the popularity of micro- and mini-USB products, and with the introduction of Apple's newest iPad, the iGo KeyJuice is every gadget's perfect companion."

A recipient of the CES 2011 Innovations Design and Engineering Award, the iGo KeyJuice offers full-size USB 2.0 connectors to guarantee connectivity to any laptop or USB charger without the need for extra cables. The sleek and compact size of the iGo KeyJuice makes it easy to slip into any pocket or purse -- even attaching to key chains or backpacks -- so it can go everywhere you go.

For more information about both models of the iGo KeyJuice (MSRP \$14.99), please visit 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, 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.

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