



## **MCE Launches TUNEWEAR iPod 4G (Click Wheel) and iPod mini Product Line**

**IRVINE, California—November 22, 2004**—MCE Technologies, LLC (MCE) has entered into an exclusive agreement with TUNEWEAR to sell and distribute their products in the United States, Canada, and Latin America.

The initial product line-up will consist of ICEWEAR, a transparent case made from high quality silicone, and PRIE, an upscale and fashionable case that is available in 4 different colors. TUNEWEAR cases are designed in Japan by hfo:design.

TUNEWEAR cases are built using materials, features and craftsmanship that you would see in much more expensive cases, but at a fraction of the price.

“We are excited to launch TUNEWEAR products exclusively in the United States, Canada, and Latin America,” said Arnold Ramirez, president of MCE. “These are world-class products, crafted with extremely high quality, and best of all, they are affordably priced. iPod owners will be thrilled by the workmanship and design of these cases.”

Unlike existing silicone cases, ICEWEAR uses the same silicone found in diving masks, which allows for both scratch protection and a crystal clear view of your iPod 4G (Click Wheel) or iPod mini's original color. The ICEWEAR design allows access to all ports including the headphone jack, dock connector, hold switch and click wheel.

The shock absorbing ribs on the sides not only serve to protect your iPod 4G (Click Wheel) or iPod mini during falls, but they also function as a grip when held in your hand or when placed on most any surface. ICEWEAR can also be attached to a belt or shoulder carry bags, with the added functionality of a belt loop feature.

Finally, ICEWEAR was designed to protect the screen, but not obstruct the LCD view by covering it up. To accomplish this, ICEWEAR has a raised border around the screen area made from extruded silicone around the LCD. The result is both crystal clear screen viewing and excellent protection.

PRIE is available in four different colors: Key Lime, Ruby Pink, Canvas Gray, and Jet Black. With the exception of Jet Black, each case is two toned with an eye-catching white accent on the front panel.

PRIE cases provide excellent protection for your iPod mini against dirt and scratches. With the top flap down, the iPod is completely surrounded and protected.

### **Availability, Highlights & Pricing**

The TUNEWEAR product line is available immediately from The MCE Store, located online at <http://store.mcetech.com>. TUNEWEAR products will be available from MCE resellers within the next 30 days.

### **ICEWEAR highlights:**

- Now available for iPod 4G (Click Wheel) and iPod mini, iPod 3G version coming soon
- High-density transparent silicone

- Easy to put on, easy to take off
- Shock absorbing ribs
- Complete access to iPod's controls and connectors
- Unobstructed view of the screen
- Grips in your hands and grips to most surfaces
- Belt loop for use with belts or shoulder carry bags
- Washable with water and soap!
- Suggested retail price of \$24.95

PRIE highlights:

- Now available for iPod mini, iPod 4G (Click Wheel) version coming soon
- 4 color choices - Key Lime, Ruby Pink, Canvas Gray, Jet Black
- Full access to headphone jack and dock connector
- Top cover flips open for access to controls, or flips closed to cover and protect controls
- Highest quality cut, stitching, and craftsmanship
- Packaging allows for a 360-degree view of the product inside
- Suggested retail price of \$39.95

MCE develops and markets a wide range of Apple Macintosh related products and solutions to distributors, dealers and end users. MCE is based in Irvine, California, 800-5000-MAC, 949-458-0800, and can be located on the Internet at [www.mcetech.com](http://www.mcetech.com).

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