



Where style & technology click!™

Immediate Release

What WOMEN Want and Need

Casauri's High Touch Style Fuels High Tech Appeal @ CES 2003

East Orange, NJ, January 6, 2003 - Awakening and celebrating the senses are integral to market success. Casauri astutely identifies and executes the secret to reaching the elusive female consumer. Women demand products that are elegant, sensual, and reflect their passions. Women want to feel and look good. Casauri helps women accomplish both. **Appealing to women defines the future of technology.** Casauri is the market leader in designing sleek, cool, and compact cases for technology products, such as laptops and PDAs, which appeal to the style-conscious and sensually-minded individual. Casauri also designs customized cases for fashion-forward corporate clients.

Feeling good involves integrating the visual and tactile senses. Casauri's collections are colorful and delightful to the touch. The *Octopus Collection* is made from smooth PVC with a rubberized velvet surface. The vibrant, yet sophisticated colors include: kiwi, grape, slate, red, and black. The *Odyssey Collection* is made from diamond-quilted PVC that has a futuristic appeal. The color palette is gunmetal, platinum, red, and black. Casauri introduces the *Oracabessa Collection* at CES; a range of cases that includes a backpack made from refined nylon and contrast lining interiors. The Earth tone colors of this collection are: Fresh olive, Sahara brown, and Granite gray. Retail prices range from \$32 for the PDA cases to \$96 for the laptop cases.

Casauri is a principal sponsor of the International Consumer Electronics Show (CES) premiere of the "Technology is a Girl's Best Friend" campaign, an effort by the Consumer Electronics Association to increase the appeal of technology marketing to the female consumer. Casauri is a trailblazer in the new and evolving arena of addressing the sensibilities of women and the hip and happening man. Visit Casauri at CES in the Las Vegas Convention Center, **Booth 31,154, South Hall, Level 3**, January 9-12, 2003.

Casauri is available at Casauri.com and at select stores including: Sony Style, The Apple Company Store, The Museum of Modern Art Design Store, and Flight 001 at Henri Bendel.

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