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Blah to Aaah!

Casauri Infuses Style and Color at the Travel Goods Show

E. Orange, NJ – February 6, 2004 - Casauri offers what women have been desperately seeking but could not find until now – stylish, colorful, and lightweight laptop cases. Casauri customers LOVE their bags and rejoice at the opportunity to carry a bag that looks good without compromising function.

Casauri showcases its new collection of laptop cases, portfolios, and travel accessories at *The Travel Goods Show* at the Washington, DC Convention Center from February 19 to 20, 2004. Casauri represents a new class of exhibitor at *The Travel Goods Show* that has a contemporary design-driven focus on products that appeal to the mobile tech-savvy woman.

Here is why the Casauri laptop case makes the **perfect travel accessory**:

- 1) **Women are looking for us** – The average woman spends hours online or months visiting stores searching for the right laptop case to suit her needs. Casauri's customers are always ecstatic to finally find us and to know that we are designing products specifically for them.
- 2) **Color is key** – There is now an alternative to the status quo basic black bulky laptop case. With Casauri, women can choose from an array of happy colors and lightweight styles. The advantages include easy identification of your bag at the airport and a smile on your face.
- 3) **Uncompromised functionality** – Casauri is for people who want both style and function. Casauri offers products that meet the varied needs and demands of the laptop carrying customer.

Review the Casauri collections in **booth 601A** and in the New Product Pavilion, a showcase of the most innovative products, at *The Travel Goods Show*.

About Casauri: Casauri is a forward thinking design company that creates stylishly sleek cases for technology products such as laptops and customized accessories. Casauri is the result of a class project at Columbia Business School that became the first laptop case to be featured at the Museum of Modern Art Design Store. (www.casauri.com)

About The Travel Goods Show: *The Travel Goods Show* is the annual market showcase for luggage and travel accessories merchandise sponsored by the Travel Goods Association. The Travel Goods Show is in its 57th year and provides a forum to highlight the latest trends in the travel goods industry (www.travel-goods.org).

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