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RoadWired is now Skooba Design

Rochester, NY, August 15, 2007—Carrying case manufacturer RoadWired has announced that it is changing its company name to Skooba Design, to reflect the changes and evolution of the seven year-old company. The RoadWired name will continue as a collection name on selected products and product groupings, but the overall branding, identity and focus of the company will be under the Skooba Design name. An entirely new website, www.skoobadesign.com, and many new products will be part of the transition.

According to company CEO Michael Hess, “we are going where the business, products and customers have taken us.” Hess says the business has grown dramatically each year and that the Skooba—originally a small collection of laptop bags introduced a few years ago—has been driving much of that growth. Skooba has now grown to comprise a broad range of products, several with patents pending, and has expanded the company’s reach, particularly in international markets. According to Hess, “Retailers, international distributors, and consumers have sent a clear signal that this is the right change to make and the right time to do it. We are very grateful for the growth of the business, as well as the awards and accolades with which Skooba products have been honored, and very excited about the future as Skooba Design.”

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Note to photo/imaging publications: Please note, for “where to buy” or reader contact information, that RoadWired is marketed and distributed to the photo/imaging trade exclusively by Tenba/Skooba Design, Elmsford NY, 914-347-3300.