

FOR IMMEDIATE RELEASE**Press Contact: Lorri Diggory—ldiggory@skoobadesign.com****Skooba Design Announces “Sidekick” Laptop Courier Bag**

Rochester, NY, September 8, 2008—Skooba Design has announced the upcoming introduction of the “Skooba Sidekick” laptop courier bag. The Sidekick is a bike messenger-style bag—characterized by soft, body-hugging shape and construction and oversized flap-over cover—with a protective laptop section and over a dozen pockets and compartments in all. Yet despite all the bells and whistles, this high-capacity bag is slim and discreet, and weighs in at a scant, shoulder-friendly 35 ounces.

The laptop section of the Sidekick features a strip of Scooba's Air Square™ shock absorbers at the bottom. These individually air-filled cells cushion the computer and protect it from the bumps and jolts of the daily haul. The rest of the fully-lined laptop section is protected by 5-10mm padded walls, and secured with an adjustable, quick-closure top strap. The compartment will hold any laptop up to 16 x 11 x 1.5” in outer (chassis) size. This includes all current 15” and 15.4” screen models, most 16” and many 17” laptops, including all MacBook and MacBook Pro laptops.

Outside the laptop section, the rest of the main compartment provides open space for books and files, along with mesh pockets for cables and accessories, and a full-length zipper pocket for additional documents or magazines. Outside, beneath the large weather flap, are another 8 organizing spaces, including laminated mesh pockets for phone, audio device and camera, pens, keys, and more. The weather flap itself features yet another full-length zipper pocket, perfect for quick access to travel documents or other important papers. The flap is held in place by wide strips of Velcro, with additional security provided by a large side-release buckle hidden beneath.

Other features of the Scooba Sidekick include a quick-camlock adjustable shoulder strap, which can be worn across the chest or on the shoulder with the supplied, removable shoulder pad. There's a padded top hand grip, and moisture-wicking ventilated mesh padding on the back panel—adding to the carrying comfort while providing additional padding between the hip and the laptop compartment.

The Sidekick is also value-oriented, with a suggested retail price of just \$79.95. Individual retailers set their own actual selling prices, so with the inevitable holiday sales and promotions, this is one Scooba bag that could well be a “Skooba steal.” The company says that the Sidekick is also the best bag it has ever introduced for volume corporate/custom sales. According to spokesperson Lorri Diggory, “The design of the bag is ideal for logo embroidery, and combined with the price point, we anticipate that the Sidekick will be a popular choice for corporate gifts and incentives.”

Sidekick bags are expected to begin shipping in November, in time for holiday shopping. For more information or to find a Scooba retailer, visit www.skoobadesign.com.

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