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Skooba Launches \$6000 Search for the Ultimate Techie

Rochester, NY, October 19, 2009—Skooba Design has announced a first-ever contest to find and reward the ultimate digital gear-head. The inaugural "Master of the Digital Universe" contest (<http://www.skoobadesign.com/master/home.html>) invites serious techies to make a case for why they deserve the title. Among other goodies, the grand prize includes something truly unique—the opportunity to work directly with a Skooba designer to create a custom-made, one-of-a-kind laptop/gadget bag, to be handmade by a Skooba craftsperson, only for the winner. As the company says, "as is fitting for the Master, it will be the only bag of its kind in the universe, made to the winner's wants, needs and specifications. Once it is made, there will never be another." The grand prize winner will get other merchandise and gadget gift card prizes as well, and may be featured in Skooba advertising and promotional activities. 2 runners-up will receive prize packages as well, and all entries will be included in a "second-chance" prize drawing. The total value of prizes is more than \$6,000.

"We wanted to do something fun and different to end what has been a not-so-fun year for many people," says Skooba CEO Michael Hess. "We know how proud and serious some people can be about their attachment to technology—we get e-mails all the time from people saying that they are the heaviest of heavy-duty users. This gives them a chance to put themselves up against other gadget elites and win some great stuff." The contest—to be judged by the design staff and management of Skooba Design—is not just about who has the most stuff. Hess says "Though the type and number of devices certainly counts, the winner will not necessarily be the person who owns the most gadgets, it will be the one with the best overall story and presentation. It could be based on the degree to which electronics are integrated into the entrant's everyday life, it could be about the most incredible road warrior's traveling tech arsenal. We are looking for overall uniqueness, interest, and even entertainment—we want people to make it fun and really 'sell the story.'"

The "Master of the Digital Universe" entry page allows contestants to tell their stories free-form, and to add photos or links to videos to support their claims of techno-greatness. Skooba's staff will begin judging entries on November 23rd and select winners on November 30th. Complete contest and prize information, rules and entry form may be found at <http://www.skoobadesign.com/master/home.html>.