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Sumo Lifestyle Carrying Cases at the International Home & Housewares Show

SAN FRANCISCO, Calif., - March 9, 2010 - Sumo, the leading consumer brand from Mobile Edge announces the launch of their Lifestyle Carrying Cases into the Home and Housewares market. Sumo's fashion forward duffels and totes are a natural for the home and housewares channels. Sumo will be featuring our products in the Clean & Contain area (Booth N7028) March 14th through 16th at the International Home & Housewares Show at McCormick Place in Chicago, IL. The International Home & Housewares Show is the premier home products specialty show and attracts thousands of international buyers from the top retailers.

"The International Home & Housewares Show gives us exposure to all the premier international home retailers at one event," said Jim Hart, Sumo's co-founder. "Our distinctive Sumo logo is always well received, and fits perfectly into this channel. We are confident the attending retailers will love our products, and our brand, which will help us grow in this channel for years to come."

Sumo has applied the same fresh approach it has taken in its other product categories and is bringing it to the home market. Sumo lifestyle cases fill a void in this category that today's women are looking for. Our duffels and tote are stylish, but constructed of premium & durable water-resistant ballistic nylon to take whatever the road dishes out.

"The Sumo Lifestyle Cases expands this category and offer women more choices," said G. David Cartwright, President and CEO of Mobile Edge. "We've combined functional designs with quality materials, in sizes and colors that compliment today's active women's lifestyle."

The Sumo brand is well known for our Tough Love approach to design; offering innovative color options in alternative materials. Our San Francisco roots keep us on the leading edge of the latest consumer product trends. Our brand is quirky, funny, and resonates emotion with our customers. Our products are tough, unique, and fresh.

About Mobile Edge & Sumo

Mobile Edge is the industry leader in innovative and stylish laptop computer carrying cases and travel accessories. The company is committed to the highest quality standards in every case that it produces, from women's briefcases, portfolios and totes, to men's messenger bags, backpacks, Netbook cases and their new *ScanFast*™ Checkpoint Friendly Laptop Collection. Recently acquired Sumo is a lifestyle brand with San Francisco roots focused on fashion forward products that break the mold and offer alternatives to the boring and mundane. Both Mobile Edge and Sumo offer the strongest product warranty in the industry. Available online at mobileedge.com and sumolifestyle.com

