

WaterField Designs Expands Kindle Case Line for Kindle 3

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WaterField Designs today announces five protective cases for the Amazon Kindle 3: the Ultimate SleeveCase, the EXO SleeveCase, the Slip Case, the Suede Jacket, and the Travel Case. The Personal size Muzzetto shoulder bag nicely stows any of these Kindle 3 cases. All cases are custom-fitted to the Amazon Kindle 3 dimensions. Each stylish case offers protection and accessibility, while maintaining a light look and feel. Pre-order now; shipping begins September 1, 2010.

San Francisco, California - WaterField Designs, an innovative leader in custom laptop sleeves and designer bags and cases for digital-minded professionals, announces five protective cases for the Amazon Kindle(TM) 3: the Ultimate SleeveCase, the EXO SleeveCase, the Slip Case, the Suede Jacket, and the Travel Case. All are custom-fitted to the Amazon Kindle(TM) 3 dimensions. Each stylish case offers protection and accessibility, while maintaining a light look and feel. In addition, the Kindle(TM) 3 will fit nicely into WaterField's Personal size Muzetto, an urban, leather "man bag".

"We're offering Kindle(TM) users multiple options to serve different needs," explained owner and chief designer, Gary WaterField. "We try to cater to people's varied needs for protection, style and taste."

The Ultimate and EXO SleeveCases offer the most protection, with the Ultimate designed for the naked Kindle(TM) and the EXO for the Kindle(TM) within the Kindle Leather Cover from Amazon. The sporty Slip Case provides quick access and the Suede Jacket protects against screen scratches. The Travel Case keeps the Kindle and its accessories organized in one place so users can take off without worrying about missing items.

The Ultimate SleeveCase for the Kindle(TM) 3 protects the device with high-grade neoprene combined with a sturdy, black, ballistic nylon shell, and a lightly padded closing flap. An impact resistant, screen-protecting insert keeps the e-reader safe and an Ultrasuede(R) liner cleans the screen each time it is inserted and extracted from the case. A rear, open-top pocket stows USB cable, ear buds, etc. With the optional Simple or Suspension Shoulder Strap, users can wear the case on its own, or toss it into a tote bag. Optional trim colors include grey-checked Indium or distressed brown leather.

The EXO SleeveCase for the Kindle(TM) 3 looks and feels similar to the SleeveCase (without the screen insert and Ultrasuede(R) liner), but is designed to hold and protect the Kindle(TM) 3 when it is inside another case. The EXO offers the same options as the SleeveCase: a shoulder strap and two trim options.

The Slip Case for the Kindle(TM) 3 sports a choice of five vibrantly colored, water-resistant materials on its exterior, a lightly padded, scratch-free liner, and an impact-resistant plastic insert to protect the screen. The open top provides quick, yet secure access to the e-reader.

The Suede Jacket Case for the Kindle(TM) 3 provides scratch-free protection in a minimalistic Ultrasuede(R) pouch that doubles as a screen cleaner.

The Travel Case for the Kindle(TM) 3 is designed with padded, internal compartments to keep the Kindle(TM) 3, the power adapter, the clip light, and any additional accessories tangle-free and organized while in transport. Self-locking zippers on a front pocket and the main compartment ensure that contents stay in. Available in five vibrant colors, the water-resistant case maintains its thin, compact shape, even when fully packed. Users can toss the case in a bag or opt for a removable shoulder strap to carry it as a stand-alone

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case.

Pricing and Availability:

All five cases plus the Personal size Muzetto are available for pre-order from the company website. Shipping begins September 1, 2010.

Ultimate SleeveCase for the Kindle(TM) 3: \$49-\$54; Black with grey Indium or brown leather trim

EXO SleeveCase for the Kindle(TM) 3: \$45-\$50; Black with grey Indium or brown leather trim

Slip Case for the Kindle(TM) 3: \$29; Black, silver, blue, green or red

Suede Jacket for the Kindle(TM) 3: \$19; Black

Travel Case for the Kindle(TM) 3: \$59. Black, silver, blue, green or red

Detachable Shoulder Strap for the SleeveCase, EXO or Travel Case: \$9 or \$19

Personal sized Muzetto: \$179. Black, copper, flame, green, pine, pearl

Cases for the Kindle:

<http://www.sfbags.com/products/kindle/kindle-cases.php>

Ultimate SleeveCase for the Kindle:

<http://www.sfbags.com/products/kindle/sleevecases-kindle.php>

Travel Case for the Kindle:

<http://www.sfbags.com/products/kindle/travelcase-kindle.php>

WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, cameras, MP3s, cell phones, gaming devices, electronic readers, and other digital gear. All products are manufactured to exacting standards in San Francisco. More information is available on the WaterField Designs website. WaterField Designs, SleeveCase, EXO SleeveCase, Slip Case, Suede Jacket, Travel Case, and Muzetto are trademarks of WaterField Designs. Other company and product names may be trademarks of their respective owners. WaterField Designs is not affiliated with Amazon nor has Amazon endorsed these products.

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