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**FOR IMMEDIATE RELEASE**

Contact: Mike Burns  
Handeholder Products, Inc.  
734.665.7052



## Handeholder unveils carrying cases at 2011 Consumer Electronics Show

After a successful US market launch, Handeholder Products, Inc. has announced an expansion of its creative line of iPad and tablet holders. Debuting at the Consumer Electronics Show in Las Vegas, Handeholder has added attractive messenger bags and leather work holsters to its product line. All of the new satchels are designed to work with the Handeholder, and make it easier to protect and carry tablets without impinging on the sleek iPad design.

"We continued to hear from customers who were concerned about integrating the Handeholder with a case, but we felt strongly that the cases we were seeing on the market were taking away from the sleek iPad look," said Handeholder President Mike Burns. "Additionally, a lot of the cases on the market, are so thin, they really don't offer much protection of a tablet if it's dropped. Our new carrying cases are designed to be functional and sturdy but still retain the attractive look of the iPad that people were attracted to when they purchased their device."

The new bag line offers a classic messenger bag with a shoulder strap in a variety of fabrics. In addition, for those who use iPads for extended amount of time in a work or industrial environment, Handeholder has created a sturdy holster that attaches to belts for continuous storage and holding all day long.

"The holster is perfect for those who use the iPad at work, but then also need to put it down to use their hands for other things," said Burns. "After just a few minutes of using the holster, it becomes just a part of your work attire, like a utility belt."

The new messenger bag and holsters will be available for purchase soon at [www.handeholder.com](http://www.handeholder.com). For more information, please contact Burns at 734.665.7052.

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**Handeholder Products, Inc.**  
4403 Concourse Drive, Suite D, Ann Arbor, Michigan 48108  
734.665.7052 [www.handeholder.com](http://www.handeholder.com)