

FOR IMMEDIATE RELEASE

UNIEA Unveils New Laptop Bags.

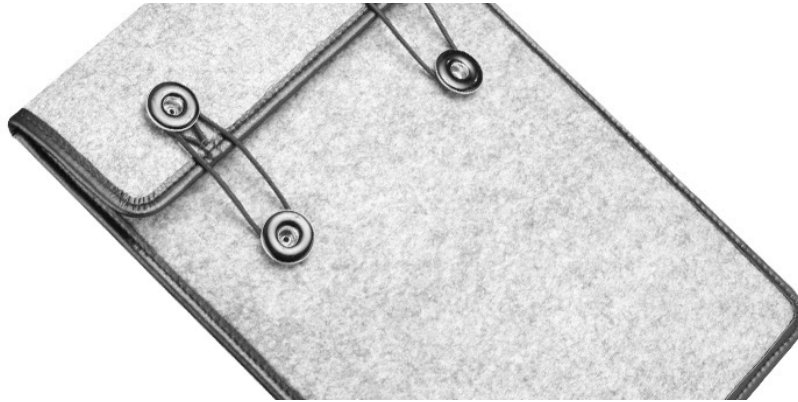
Stylish, fashion-forward bags, backpacks, and sleeves for laptops join UNIEA's product lines.

USA — April 25, 2011 — Universal Electronic Accessories (“[Uniea](#)”), a leading designer and manufacturer of innovative electronic accessories, recently unveiled several new laptop bags as part of its next generation of stylish, fashion-forward designs. UNIEA has always remained committed to bringing fashion and protection together in their case designs for mobile devices. The company has taken this design approach one step farther with their new bags.



The Rucksack Backpack & Tote

If you're looking for a protective, convenient backpack to carry your laptop around in, there's no reason why you have to sacrifice on style. UNIEA's stylish RuckSack backpack is a hip solution to the age-old problem of protecting your laptop in a bag that matches your personal look and taste. The RuckSack features an ultra-modern design and sleek look, thanks to its muted felt construction and geometric lines. The front of the RuckSack features two amply sized button down pockets and folio-style top that fastens with two rugged belts for a unique look. The inside of the bag can accommodate up to 15.6" laptops securely, and also features a series of pockets and holders for your essentials. And the shoulder straps offer a tight, secure fit while looking great around your shoulders.



The Tux Laptop Tote

You have to love the good, old-fashioned manila envelope. With its functional design and secure fastener, it has been a friend of company mailrooms, classrooms, and conference tables for decades. UNIEA brings the uncompromising design and character of the big manila envelope to its new Tux laptop holder. We've replaced the manila paper with a rich, protective felt fabric that is scratch-resistant, easy to carry, and stylish at the same time. Two rugged, button-style fasteners keep the Tux's flap secure, while a durable outer border assures years of service that you can count on for your laptop.



The U-Sleaf Smart Grip

Because laptops are all about mobile computing and convenience, laptop cases need to be comfortable and easy to carry. UNIEA's U-Sleaf Smart Grip Laptop Case for 15-, 13-, and 11-inch laptops offers a versatile, stylish design that keeps up with the demand of on-the-go laptop users. The U-Sleaf is constructed of high quality materials, such as tough yet lightweight neoprene on the exterior and a black velvet interior, which ensures that laptops remain scratch-free while in the case. Other features include stowable handles for switching between tote and sleeve configurations, a zippered enclosure that opens completely for full access, zippered front pocket, and neoprene corner tabs for keeping the laptop in place.



The Omniverse Backpack

Totes and bags are great for carrying around your laptop, but if you're a really on-the-go person, nothing is more convenient than a laptop backpack. UNIEA designed the Omniverse backpack as a hands-free option for users like you who want to keep your laptop safe and secure. The Omniverse backpack features the same stylish silk fiber construction found on Omniverse cases, allowing you to match all of your gadget cases for one great look. Rugged shoulder straps, zippered pockets, and an interior that can accommodate up to a 15.6-inch laptop make it one of the most versatile Omniverse cases yet.

About Uniea Ltd.

Founded in 2005, Universal Electronic Accessories ("Uniea") designs and manufactures high-quality accessories for consumer electronics, including iPod, Laptop, iPhone, and Smartphone. Headquartered in Hong Kong, Uniea is consistently seeking to expand into new markets worldwide and promote our products to tech-savvy consumers who are in search of accessories for their electronics that combine protection and ergonomics with a hip style and look.

Given the unique quality and design of its wide-ranging products, the company is actively participating in various worldwide tradeshows and exhibitions. Instead of being a mere manufacturer of electronic accessories, Uniea is committed to enhancing people's life with products that speak to people's needs and capture their imagination. For more information about Uniea, please visit www.uniea.com.

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