

For Immediate Release

Headcase™ and Ohio Art to release the officially licensed Etch A Sketch® iPhone case.

Orlando – November 15, 2010 – NEW! From the guys that brought you the Etch A Sketch iPad case, now comes Etch A Sketch® cases for your iPhone. Now available for your iPhone 3G, 3GS, and 4.

In celebration of Etch A Sketch's 50th anniversary, Headcase and Ohio Art are bringing the look and feel of the world's favorite drawing toy to the iPhone.

Daniel Deutsch, CEO of Headcase™ explains, "For many of us, the Etch A Sketch instantly recalls fond memories of our childhood. Here at Headcase, we make iPad and iPhone cases with personality. The Etch A Sketch® case is the perfect accessory for those of us who never really grew up. You need a case to protect your iPhone, so why not have some fun with it?"

While the Etch a Sketch® iPhone case looks like America's favorite toy, there has been equal attention placed on making it a high quality protective case. Made of impact resistant ABS plastic, the Etch A Sketch® iPhone case will help protect your iPhone. Strategically placed windows throughout the Etch A Sketch® iPhone case allow for easy use of all your iPhone switches, ports, and buttons. Not only is the Etch A Sketch® iPhone case the most fun available on the market today, it also is one of the most functional.

Available for \$24.99, the Etch A Sketch® iPhone case is available for purchase at www.getaheadcase.com.

Headcase™ is a division of Real Simple Ideas LLC, an Orlando, FL based creative product development company.

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