

For Immediate Release:

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

Orlando – September 20, 2010 – Headcase™, in partnership with Ohio Art, today introduced the officially licensed Etch A Sketch® iPad case. Now the world's most popular drawing toy provides a fun backdrop for the most revolutionary device ever conceived by Apple.

Some things just go together.....

Etch A Sketch® is celebrating its 50th year and over 150 million units sold. The iPad sold over 3 million units in its first 80 days, prompting the USA Today front-page article: "Etch A Sketch: The 1960's iPad".

Daniel Deutsch, CEO of Headcase explains, "Etch A Sketch® has been one of the most recognized and iconic toys for generations. The iPad, like the Etch A Sketch®, is also instantly recognizable and has defined an entirely new category of technology. It has been a thrill to work with Ohio Art to bring the look and the feel of the world's most popular drawing toy to Apple's latest opus. It is the perfect accessory for those of us who never really grew up."

While the Etch A Sketch® iPad 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® iPad case will help protect your iPad. Rubber feet and a felt backing gently cradle your iPad inside the Etch A Sketch® iPad case. Strategically placed windows throughout the Etch A Sketch® iPad case allow for easy use of all your iPad switches, ports, and buttons. And retractable kick stands allow you to either lay your iPad flat, or angle it for easy use of the iPad keyboard. The Etch A Sketch® iPad case is as functional as it is fun!

The Etch a Sketch® iPad case is available for purchase at \$39.00 from <http://www.getaheadcase.com>

Headcase™ is a division of Real Simple Ideas LLC, an Orlando, FL based product development company. With in-house design and prototyping capabilities, ideas go from conception to distribution in record time.

Headcase™ is a trademark of Real Simple Ideas, LLC.

Etch A Sketch® is a trademark of The Ohio Art Company

iPad™ is a trademark of Apple®, inc.

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For Hi-res images, please visit the press room at <http://www.getaheadcase.com/press.html>