

For Immediate Release

Headcase™ and Ohio Art launch the new and improved officially licensed Etch a Sketch case for the iPad2.

Orlando – September 19, 2011 – Headcase™, in partnership with Ohio Art, has launched the newest version of the Etch a Sketch case for the iPad2. 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.

Daniel Deutsch, CEO of Headcase™ explains, “Sure, the iPad is one of the most revolutionary and cool inventions of the last century. But it is also a ton of fun. For those of us who never really grew up, the Etch a Sketch iPad2 case is brings smiles along with unparalleled protection of your iPad2. You need a case to protect the iPad2 anyway, why not have a little fun with it? Hurry up and order already, we need the cash to make the Etch a Sketch iPhone5 case. These guys at Apple are killing me.”

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. Not only is the Etch a Sketch® iPad case the most fun available on the market today, it also is one of the most functional.

Available for \$39.00, the Etch a Sketch iPad2 case is available for purchase at [www.getaheadcase.com](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 no time flat.