



US smartphone accessory company Ballistic launches in Australia

For Immediate Release

15 December 2011

MEDIA RELEASE

Smartphone cases Designed to Survive Life™

Leading smartphone accessory company Ballistic has launched its 'Designed to Survive Life!' range of protective cases in Australia.

www.goballisticcase.com.au

Offering the ultimate drop protection for the iPhone 4/4S, Samsung Galaxy SII, a range of BlackBerrys, HTC and Motorola smartphones, Ballistic cases look great with unique features and the ability to customize to your lifestyle.

Ballistics Hard Core Cases are the most advanced rugged case on the market with superior shock absorption and FIVE layers of protection including a built in screen protector. Offering security from drops, fingerprints, scratches and dust it has an optional silicone layer with connector seals, to ensure dirt and corrosive materials can't enter the ports.

Ballistic Shell Gel offers superior protection in a slimmer form. Two layers combine in a formidable defense against everyday damage. The innermost layer is made of soft silicone, with strong Ballistic Corners™ to absorb the shock of a drop.

Meanwhile the newest case from Ballistic, the LifeStyle Series, offers the best of both worlds. Its ultra-sleek profile creates minimal bulk with maximum protection. It's equipped with interchangeable Ballistic Corners in various thickness and colour options, protecting the smartphone when life strikes.

We think everyone will drop their device. We say, "Just Drop It!" — as long as you are using a Ballistic case. Ballistic cases are Designed to Survive Life!™

Available at www.goballisticcase.com.au and from select retailers.

-----ENDS-----

Media enquiries and review stock:

Jemima Taeni or Luke Roberts, Cape Public Relations Pty Ltd: jemima@capepublicrelations.com or luke@capepublicrelations.com T: 02 8218

2190/02 66 858259 M: 0422 855930

About Ballistic The Ballistic brand was born approximately 6 years ago, however, it gained new purpose in the last few years. The popularity of rugged cases created opportunity for Ballistic. A quarter of Ballistic's employees are engineers with experience building high quality OEM accessories. Unlike other cases, which were marketed as rugged, our engineers knew they could design a better case using their unique skills. Our goals were simple: build the best engineered case, offering the highest degree of drop protection and customer satisfaction. Our designs include many unique features, such as rubber on the inside to prevent scratches, absorb shock and promote cooling airflow. Additionally, we offer a high degree of customization with optional layers, holsters that work with and without those layers, as well interchangeable bumpers to customize your level of protection and your look. Ballistic cases include patent pending features, such as flash isolation modules, energy absorbing corners and customized multiple layers.