



MacCase®

The First Name in MAC Portable Protection

A DesignStar Company 5674 el camino real ste p carlsbad ca 92008 760. 602. 0807

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www.mac-case.com

BACKGROUND

In 1999, Mr. Michael Santoro, an acclaimed, award-winning automobile designer from New York, created the Apple-specific case market with the launch of a case for the original Apple clamshell iBook. Mirroring the rounded shape and colorful appearance of the iBook, the case featured a transparent window that allowed the iBook's Apple logo, an important icon and mark of pride for this community, to become part of the case design. The MacCase line has since grown to seven types of nylon cases which include sleeves, jackets, backpacks, slings, messenger bags and briefcases including the relaunched original Classic Case. The signature MacCase window has migrated into the design of the MacPro and Powerbook sleeves, making this one of the most popular and recognizable MacCase products.

In 2003, the MacCase line was acquired by DesignStar, Inc., a company owned by Mr. Santoro. As President and Chief Creative Officer of MacCase, Mr. Santoro has continued to design and develop MacCase products inventing such features as BrightSight. Introduced in 2004, this feature provides a brighter, almost lit interior by reflecting ambient or direct light into a normally dark compartment. This simple yet effective use of materials is integrated into the MacCase messenger, sling and backpack designs, and remains one of the most requested features by new customers.

In 2007, the first leather collection of Apple-specific cases was introduced. Aimed at a growing community of style-conscious professionals, the MacCase Premium Leather Collection consists of sleeves, shoulder bags, iPod, iPhone and accessory cases. Each piece is handcrafted to accentuate the quality of the leather and the precision in which the product was manufactured. Signature design elements include flawless white, accent stitching, arced leather panels, stainless steel finished hardware and Velcro and venting panels dyed to match the leather. The collection is currently offered in six colors: black, chocolate brown, camel, red, pink and vintage.

MacCase products are sold in over 26 countries and are available at online as well as through a number of resellers including MicroCenter, MacMall, Small Dog Electronics, MacConnection and others.

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BIOGRAPHY

Michael Santoro

*President and Chief Creative Officer
DesignStar*

Mr. Michael Santoro established DesignStar, Inc. in 1996 and is currently President and Chief Creative Officer of the company's three divisions, MacCase, CasePC and Studiopack.

Born and raised in New York City, Mr. Santoro attended the High School of Art and Design. After graduating from Pratt Institute with a bachelor degree in Industrial Design, Mr. Santoro spent six years as an automotive designer at Chrysler during which he created the exterior design for the ground breaking 1995 Car of the Year, Chrysler Cirrus as well as its sister vehicle the Dodge Stratus. Before leaving Chrysler, Mr. Santoro penned the exterior design for the 1996-2006 Jeep Wrangler, returning the vehicle visually to its iconic roots while pushing it forward towards the new century.

Returning to New York City, Mr. Santoro spent two years as a consulting designer for Walter Dorwin Teague, the nation's oldest design consultancy. There he worked on numerous programs for Rubbermaid and Samsung, as well as creating conceptual design interiors for Boeing and the production interior for the Gulfstream G5 aircraft.

Just before starting DesignStar, Mr. Santoro did design consultant work for the Vector M12 and Lamborghini Jota super cars.

Mr. Santoro has been featured in several articles for his design innovations at Chrysler including "Passage by Design" (AutoWeek, January 9, 1995) and "The Designers Who Saved Chrysler" (The New York Times, January 30, 1994).

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PRESS RELEASE

Original Clamshell Briefcase Reborn

- MacBook and iBook customers prompt re-launch of rounded Classic Case -

Carlsbad, Calif -- 22 May 2008. MacCase, the pioneers of the first Apple laptop case, has re-issued the original 1999 clamshell case design with the launch of the 2008 Classic Case. Bringing back a piece of history, the re-launch of the Classic Case was in direct response to requests by MacBook and iBook owners looking for a unique and resilient case solution. The Classic Case is a near match to the original, sporting the rounded shape of the clamshell iBook, a choice of five lively colors and a 1999 price tag of under \$50.



Classic Case in Tangerine

“We created the market for Apple laptop cases in 1999 with the launch of the first briefcase for the clamshell iBook. Despite the unorthodox design, the case was extremely popular. It actually became the de facto solution for the iBook,” explains Michael Santoro, President and Chief Creative Officer of MacCase.

“Demand for the case was high but Apple kept developing new products, and so did we. We had no plans to continue the case after it sold out, but requests continued and then escalated with the launch of the 13” MacBook. The unique design really taps into the ‘anti-status quo’ element within the Apple community. We are happy to continue being a part of that.”

Designer Michael Santoro retained the overall rounded shape of the original 1999 iBook case which still stands in stark contrast to the boxy, black briefcase alternatives available in today’s market. The Classic Case also includes the MacCase signature window that allows the Apple logo of the laptop to be seen through the case, becoming a part of its design. The two-tone front face and abundance of storage space emulates that of the original. Several improvements were also made including the addition of molded rubber corner protectors, an air mesh interior floor that allows the processor to cool after use and interior straps to secure the 13” MacBook for transport. The case comes in five colors (Tangerine, Blueberry, Keylime, Indigo and Graphite) and is available at mac-case.com.

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For information and photos of the Classic Case as well as other MacCase products from the nylon and premium leather collections, contact cyndi@cwcmpr.com.

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PRESS RELEASE

New Collection of Cases and Bags Launched

- MacCase introduces leather to its already established line of portable protection solutions -

Carlsbad, Calif., May 16, 2007 -- MacCase has unveiled its newest line of portable protection solutions with the launch of the Premium Leather Collection. Promoted as the *Pinnacle in Apple Portable Protection*, the collection is the first of its kind to deliver leather sleeves and shoulder bags specifically for Apple MacBook, MacBooks Pros and PowerBooks. The line also consists of matching cases for iPods, iPhones and other accessories.

“I wanted a product to juxtapose the cool, clinical feel of the computers with something warm, sensual and handcrafted. As a material, leather was the answer,” states Michael Santoro, Chief Creative Officer and President of MacCase. “The result is a state of the art collection that brings the MacCase design vocabulary to the next level.”

Each piece is handcrafted to accentuate the quality of the leather and the precision in which the products are manufactured. The new collection features several new design elements including contrasting white stitching on each curved panel – a feature inspired by the interiors of the world’s most prestigious cars including Ferrari, Lamborghini and Aston Martin.

The leather collection consists of a shoulder bag, sleeve, cases for all large format iPods, all iPhone models and a pouch for laptop accessories. The sleeves are available in three sizes: 13”, 15” and 17”. Each product is available in black, chocolate brown, camel, red, pink and vintage and are sold individually or as matching sets.

About MacCase

MacCase created the Apple specific case market in 1999 with the introduction of a briefcase for the original clamshell iBook. The line has since grown to seven models including sleeves, binders, messenger bags, backpacks, slings and briefcases. Sold in over 26 countries, MacCase products are available through the company as well as a number of resellers including MacMall, Small Dog Electronics, MacConnection and Amazon.com.

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