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COVEROO PARTNERS WITH NATIONAL BREAST CANCER FOUNDATION TO RAISE AWARENESS, ONE PHONE COVER AT A TIME

SAN FRANCISCO – October 11, 2010 – In support of the 25th anniversary of National Breast Cancer Awareness Month, [Coveroo](#), creator of the highest-quality customized covers and cases for mobile phones and consumer electronic devices, announced a partnership with [National Breast Cancer Foundation, Inc.](#)® (NBCF). This partnership displays a commitment by both organizations to increase awareness of breast cancer and to raise funds for research into its cause, prevention and cure.

Coveroo has launched a new line of Pink Ribbon designs for covers and cases, to give supporters a unique way to demonstrate their passion for the cause. There are 8 designs to choose from, including designs that can incorporate the name of a friend or loved-one affected by the disease. For every Pink Ribbon Coveroo sold, Coveroo will donate \$3 to NBCF. Prices start at \$19.95.

“Breast cancer awareness is an important cause, as breast cancer affects one in eight women in a lifetime,” said Coveroo’s CEO and co-founder Karl Jacob. “Coveroo is happy to do their part in contributing to research and increasing awareness to save the lives of the ones we love.”

“Our organization is committed to increasing breast cancer knowledge and thankful for companies like Coveroo who contribute to our mission in the fight against breast cancer,” said Janelle Hail, CEO and founder of NBCF.

Coveroo’s Pink Ribbon covers are available now.

HOW IT WORKS

To get a Coveroo case, customers select their phone type at [Coveroo.com](#), then choose from 8 Pink Ribbon designs or send in their own design. Coveroo will customize the cover or case and ship it within 48 hours. Coveroo also offers over 4000 designs to enable customers to express themselves and their interests.

Customers do not have to send their phone to Coveroo. For iPhones and other devices that don't have removable covers, Coveroo customizes high- quality cases manufactured by reputable brands. For devices with removable covers like Blackberry, Coveroo customizes and replaces the original backs or battery covers so the design becomes an interchangeable accessory and doesn't add any bulk. The line will be available for purchase at www.coveroo.com, Amazon and other select retailers starting today.

About Coveroo

Coveroo creates customized covers and cases for mobile phones and devices using its proprietary laser engraving technology and HighColor process that won't fade, peel or rub off. Because of Coveroo's dedication to quality, many organizations have awarded the company exclusive licensing deals. The company was founded in San Francisco in October 2008 by seasoned start-up veterans Karl Jacob, Ben Katz and Mark Halstead. Learn more at www.coveroo.com.

About the National Breast Cancer Foundation

The National Breast Cancer Foundation's mission is to save lives through early detection and to provide mammograms for those in need. This includes increasing awareness through education, providing diagnostic breast care services for those in need, supporting breast cancer research programs, and providing nurturing support services. Learn more at www.nbcf.org

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