



Coveroo Signs Product License Agreement With National Hockey League for Fan-Customized Mobile Device Cases

SAN FRANCISCO (May 4, 2015) -- Coveroo, Inc. today announced that it has signed a product license agreement with the National Hockey League (NHL®) to manufacture and distribute personalized mobile device cases for hockey fans. The NHL joins Major League Baseball, Major League Soccer and a host of top college teams in leveraging the Coveroo customization platform.

Coveroo.com lets users choose from more than 10,000 designs and more than 100 products to customize their creations before purchasing them. The company's "Create" feature takes customization to the next level by enabling users to choose from a range of background and foreground images, fonts and colors to achieve the exact look that they want. While the Create tool gives fans a greater degree of control over the products they purchase, it provides licensors the ability to specify which options become enabled (and which are disabled) within the graphical user interface. For example, when a customer creates custom backgrounds and text alongside brand marks, the league can ensure they utilize patterns, fonts and colors that are pre-approved for each individual team.

"We have long admired the NHL's incredibly loyal fan base and know first hand how passionate they are about purchasing unique team products," said Chris Boone, Coveroo CEO. "Our customization platform provides hockey fans with a new way to personalize their relationship with their favorite team."

About Coveroo

Coveroo is the best way to design, buy and sell customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company's patented customization platform lets users build a closer affinity with the world's biggest brands, such as NCAA, Major League Baseball, National Hockey League (NHL) and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more log on to Coveroo.com.

For more information, contact press@coveroo.com.