

Customizable Wireless Charging Cases Available for the First Time Ever from Duracell Powermat and Coveroo



Personalized Wireless Charging Cases Just in Time for The Holidays

San Francisco, CA & New York, NY (12.18.2012) – Wireless charging just got personal for the holidays! For the first time ever, consumers can now combine wireless charging with personalized designs, messages and even sports team allegiances on their smartphone cases thanks to a new partnership formed between Duracell Powermat, the leader in the wireless charging industry and Coveroo, the innovative creator of high-quality customized covers and cases for mobile phones and consumer electronic devices. The partnership will support personalized wireless charging cases for the iPhone 4/4S and The Samsung Galaxy S III -- to be made available on a Duracell Powermat landing page on the Coveroo site (www.coveroo.com/powermat). Consumers can take advantage of thousands of unique patterns, team logos and designs to personalize their wireless charging cases.

“This is a great opportunity to give the gift of wireless charging in a very personal, meaningful and powerful way,” said Ron Rabinowitz, CEO of Duracell Powermat. “Gifting a customized wireless charging case sends a message of both dependability and round-the-clock power while at the same time letting the recipient know that you are thinking about them on a very personal level.”

Both Duracell Powermat Coveroo cases as well as the full Duracell Powermat ‘24 Hour Power’ wireless charging systems, for both the iPhone 4/4S and The Samsung Galaxy S III are available on the Coveroo site so that consumers can maximize their wireless charging experience by purchasing a ‘powermat’ for wireless charging at home or in the office. And, to ensure that consumers are never caught without power on-the-go, the third component of the full system, the backup battery, easily fits in any pocket or purse and provides up to one full charge from any location.

“Our customers have been asking for months for us to bring them a wireless power solution,” said James Chapman, President of Coveroo. “Partnering with an industry leader like Duracell Powermat, allows our customers to add wireless charging with total confidence from a brand they trust, while enabling them to show off their personality with a custom phone case.”

As an added bonus all Duracell Powermat Coveroo cases can be used to charge in any of a variety of Duracell Powermat ‘Wireless Power Nation’ (WPN) locations. The Duracell Powermat ‘Wireless Power Nation’ is the fruition of a vision to create a world where power is literally at the consumers’ fingertips, whenever and wherever they need it most. Current WPN partners include: Madison Square Garden in New York City, Delta Airlines, Regis Salons, General Motors’ cars, Jay Z’s 40/40 Club, Barclays Center, The Garden State Plaza Mall, and select Starbucks locations throughout the Boston area. Visitors to any of these locations can simply drop their Duracell Powermat Coveroo-enabled Smartphones on any of the wireless charging hotspots built in to the infrastructure of these wirelessly enabled partners for fast and efficient wireless charging.

About Coveroo

Coveroo creates customized covers and cases for mobile phones and devices using its proprietary HighColor process that won't fade, peel or rub off. Because of Coveroo's dedication to innovative designs and product quality, many organizations have awarded the company exclusive licensing contracts. Coveroo offers thousands of licensed images from the world's biggest brands: MLB to NCAA to NHL to Batman to Barbie, along with hundreds of fashion patterns and prints, all of which can be personalized. The company was founded in San Francisco in October 2008.

About Duracell Powermat

The Duracell Powermat joint venture began operation in January 2012 bringing together two industry-shaping pioneers: Duracell and Powermat Technologies. As part of the Procter & Gamble Company [NYSE:PG], Duracell has been powering people around the world for more than 40 years, whereas Powermat Technologies brought the wireless charging category to life with the introduction of groundbreaking products in 2009. Together the two companies are shaping the wireless charging revolution under the Duracell Powermat brand. The Duracell Powermat '24 Hour Power' system, available online and at retail stores, offers a one-stop solution for keeping smartphones charged both at-home and on-the-go. For more information, please visit www.duracellpowermat.com

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