

FOR IMMEDIATE RELEASE

Of interest to editors and journalists covering:

Apple Computers, Macintosh, Mobile Computing, Computer Accessories, CA Business

NEW AND INNOVATIVE PRODUCT DESIGNED TO PROTECT AND PRESERVE LAPTOP
COMPUTERS

Acme Made's Newest iCover II Creates A New And Improved Solution In
Laptop Protection With The iCover II

SAN FRANCISCO, Calif. - Nov. 7, 2003 /Send2Press Newswire/ -- Acme Made
(www.acmemade.com), a division of Tonic Ware, Inc., has announced the
introduction of the iCover II, Acme Made's newest addition to their
successful iCover line of screen covers for Apple PowerBook and iBook
computers.

The iCover is an important product to help protect the computer's
display from dirt and oils that build up on the keyboard and are
subsequently transferred to the screen when the laptop is closed and can
result in permanent damage to the display.

The new product was redesigned specifically to meet the needs of Apple's
newly redesigned aluminum PowerBook computers but the new iCover also
fits the titanium PowerBook models. "The iCover II is one of the best
and most inexpensive investments a PowerBook owner can make to protect
and preserve their computer," explains Acme Made's Kirk Thornby.

The redesigned iCover features two mesh side panels that allow the
product to fit better, slide on easier, and improve the cover's overall
durability. The iCover II is made from a very soft micro suede fabric
that does not scratch and is gentle enough to be used as a cleaning
cloth for the display. Additionally, because of the unique, micro-thin
fabric, the iCover II does not place undue pressure on the computers
hinges or latch.

The iCover II is available now internationally through Acme Made's Web
site and soon through major Apple dealers and resellers. The product
retails for \$24.99 for the 12" and 15" models and \$25.99 for the 17"
version.

About Acme Made

Acme Made specializes in the design and development of protective
computer products for creative and business professionals. Their
products include computer sleeves, carrying cases and protective covers
that integrate unique fabrics from around the world with innovative
protective materials.

For more information about Acme Made or to order online, please visit
<http://www.acmemade.com/> or call (888)486-3191.

All trademarks and registered trademarks acknowledged.

MEDIA CONTACT:

Mark Loncar
of Acme Made
+1-888-486-3191

pr@acmemade.com

#

[source of news = Acme Made / Tonic Ware, Inc.]
ref: http://www.send2press.com/2archive/2003/pr_03_1107-acmemade.txt

*Important Note:
to reach the organization releasing this news, please contact:
pr@acmemade.com

If used for publication, please send specimen copy.

s2p/NS/0c/ CA /SAN FRANCISCO, Calif. / Copr. (c) 2003 Send2Press.

This release was issued on behalf of the above organization by
Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com> .