

## PRESS RELEASE

### SEXY NEW HI-TECH MOBILE ASSIST DEVICE LAUNCHED AT CE WEEK NYC

July 12, 2017 - New York, NY     Mobigrip X, one of the new professional series of cellular leash products developed by RND Development Inc. dba Mobigrip, is sleek, sexy and multifunctional. Features range from a glow in the dark logo ring or embedded mirror in base to the addition of an adjustable swing out kickstand and magnetic mounting capability facilitating true hands-free functionality and improved ergonomics.

Mobigrip is a thin ABS plastic disc (bezel) that adheres to the back of a smartphone with a concealed, silicone bungee (not on professional series) which when released, loops around the user's finger connecting phone to user, helping to stop the drop. The Silicone bungee stays connected and flexes with the movements of the phone in use and easily slips on and off the finger. It is effectively making the phone hold the user. The soft gel dome provides grip on smooth surfaces, which limits inadvertent movement.

"We have found a singular solution to address the various needs of smartphone users," commented Greg Myers, founder of RND and inventor and designer of Mobigrip. "All users are concerned about dropping their expensive phones, others need to maximize access while multi-tasking, and our new evolved design address these various needs. Mobigrip truly does advance the mobile user experience". By studying and making use of the back of the phone and the personal space of phone users, Mobigrip's product makes every day mobile activities easier, more comfortable and safer; users can select from a variety of styles and features to express their personal taste or improve the use of their smartphone.

Well-known in the promotional market for optimal brand marketing, Mobigrip is available in a myriad of designs, bezel colors and full color graphics that make it popular amongst its clients. The new lines introduced at CE Week are designed to further complement the user's smartphone. The most compelling, in this writer's view, is the magnetic mounting, one disc adheres to the back of the phone and the other to a wall, cubicle or dashboard; placed together, instant hands-free speaking, without the bulky mounts often used. The magnetic field, N52 rated, is kept at a safer distance from the phone's internal hardware unlike others magnetic devices. This \$30-\$40 duo, depending on finish, allows placement where needed.

It is said that necessity is the mother of invention, such is the case with Mobigrip's cellular leash. Having witnessed a cellphone fly out of a user's car window after an impact, Myers says, "I realized phones are one of our most important possessions and since there is a universal relationship between our hands and the backside of these very slippery devices; why leave it to chance – connect the two!" He added, "Our intention was to save users money, data and hassle from breaks, with our new added functionality we believe Mobigrip is best in class." Starting at around \$10 per unit for more basic designer series, Mobigrip X professional series is available via the company's website ([www.mobigrips.com](http://www.mobigrips.com)) or contact their customer service at 1-888-475-6624 (MOBI).

RND Development Inc. is a privately held company founded in 2007 and developer of Mobigrip. Products are US built, marketed globally. Investor information on the website or via press contact L. Parris at the company.

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