



## Press Release

### **iGo Powers Up Redesigned Online Store**

#### **Simplified iGo Web Site Makes It Easier to Find Universal Charging Solutions**

SCOTTSDALE, AZ, Sep 30, 2009 (MARKETWIRE via COMTEX) -- iGo (NASDAQ: IGOI), a leading provider of portable power solutions, has unveiled a new, redesigned online store at [www.iGo.com](http://www.iGo.com). With guided navigation, detailed product information and intuitive shopping procedures, the modernized Web site makes it easy for consumers to find their perfect, customized iGo charging solutions.

"Our redesigned Web site, [www.iGo.com](http://www.iGo.com), provides effortless navigation, more detailed product information and simplified shopping procedures so our customers can easily determine which charger and tips best suit their individual needs," said Michael D. Heil, president and chief executive officer of iGo. "We pride ourselves on simplifying the lives of our customers by providing one charger that can power nearly all their devices. It only makes sense to make it just as easy to purchase our products."

The redesigned online store hosts iGo's full line of universal chargers which use interchangeable tips to power more than 95% of all electronic devices on the market such as phones, digital cameras, MP3 players, Bluetooth(R), game devices and/or netbooks. The redesigned Web site features:

- Guided navigation: improved search functionality that highlights product compatibility with just one click
- Detailed product information: incorporates more technical specifications, product images and highlights top selling product bundles that enable customers to easily create customized charging solutions, while product videos demonstrate how iGo's universal chargers power devices in the home, car and air
- Intuitive shopping process: enhanced price filters and store locaters make it easy to purchase iGo products

For more information about iGo Inc.'s newest products and redesigned Web site, please visit [www.iGo.com](http://www.iGo.com).

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