

Sprint and foneGEAR Launch NASCAR Phone Cases

New cases zoom into select retailers

March 28, 2008 – Las Vegas, NV– foneGEAR® LLC (Rochester Hills, MI) – a leader in mobile communications accessories – announces today the pending availability of cellular phone accessories featuring NASCAR Sprint Cup driver imagery at the 2008 Consumer Electronics Show, in conjunction with license-holder Sprint.

The phone cases, available in early 2nd Quarter 2008, will feature exciting, detailed imagery for a variety of popular NASCAR drivers, including Dale Earnhardt, Jr., Jimmie Johnson, Tony Stewart, Jeff Gordon, Kasey Kahne, Denny Hamlin, Kevin Harvick, and Kyle Busch. Each case incorporates a unique molded color design with the logo and signature of the featured driver.

"These cases will be available shortly, and foneGEAR is very pleased to have been able to partner with Sprint to deliver a driver-themed product line." said Ken Eisenbraun, President of foneGEAR. "NASCAR represents a tremendous addition to the portfolio of licensed cellular accessories offered by foneGEAR, and it is a wonderful opportunity for us to be able to offer these cases for sale through select retail partners."

With the addition of NASCAR Sprint Cup cases, foneGEAR has reinforced its status as the undisputed leader in licensed phone accessories, with a product line that encompasses seven sports licenses and four premium lifestyle product lines. Information on the entire foneGEAR product line is available at www.fonegear.com.

Licensed foneGEAR cases feature swivel belt clips, durable construction, and vivid color logos. foneGEAR phone cases are sold on foneGEAR's patented hang tag and offer lifetime warranties. The complete foneGEAR licensed case program will be on display along with the entire line of foneGEAR accessories in Central Hall Booth 3700 at the 2008 CTIA Wireless Show.

About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks serving 54 million customers at the end of the second quarter 2007; industry-leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit www.sprint.com.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the #1 spectator sport - holding 17 of the top 20 attended sporting events in the U.S., the #2 rated regular season sport on television with broadcasts in more than 150 countries, and has 75 million fans that purchase more than \$2.1 billion in annual licensed product sales. These fans are the most brand loyal in all of sports and as a result, more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three major national series (NASCAR NEXTEL Cup Series, NASCAR Busch Series, and the NASCAR Craftsman Truck Series) as well as eight regional tours and one local grassroots series. NASCAR sanctions 1,500 races at over 100 tracks in 35 states, Canada and Mexico. Based in Daytona Beach, NASCAR has offices in Bentonville (Ark.), Charlotte, Concord (N.C.), Conover (N.C.), Los Angeles, New York, Mexico City and Toronto.

About foneGEAR

Headquartered in Rochester Hills, MI, foneGEAR provides a wide range of accessory products for the mobile lifestyle and has developed a number of innovative new designs for both the headset and accessory markets for mobile phones, music players, "smartphones," and specialty products. More information about foneGEAR products may be found at www.foneGEAR.com.

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