



## **PRESS RELEASE**

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### **IOGEAR EXPANDS SUPPORT FOR SUSAN G. KOMEN FOR THE CURE WITH GEARPOWER PRODUCT CAMPAIGN**

**For every pink GearPower device sold before August 31, 2012, IOGEAR will make a donation to Susan G. Komen for the Cure.**

**Las Vegas, NV – International CES 2011 – January 10-13 – Central Hall #7917 –**

IOGEAR is proud to announce the expansion of its partnership with [Susan G. Komen for the Cure](#)<sup>®</sup>, a foundation dedicated to education and research about causes, treatment, and the search for a cure to breast cancer. In supporting the search for a cure, IOGEAR is donating a \$3.50 (up to \$20,000) for every specially marked Susan G. Komen GearPower Mobile Power Station - GMP4400PP - and \$2.00 (up to \$12,000) for every GearPower Portable Battery - GMP1001PP - sold before August 31, 2012.

Following the release of the [Susan G. Komen SD/MMC/MicroSD Card Reader/Writer – GFR204SDP](#) – earlier this year, the new GearPower accessories fit a similar profile of products that are inexpensive and relevant to a large and diverse segment. Virtually everyone owns a cell phone, tablet, digital camera or all of the above, and the GearPower devices make sure users are never left without a charge. Interchangeable connectors included with the GearPower products make them an even greater value.

#### **GearPower Mobile Power Station 4400 with Device Adapters (GMP4400PP)**

GMP4400PP allows users to revive tablets, smartphones, cameras, and other USB powered devices through the power station's USB 5V 1A power port. Slim and lightweight (only 0.75 lbs), the portable power station offers an impressive 4400mAh (milliampere-hours), enough to give devices a reliable charge when needed most.

#### **GearPower Mobile Pocket Power 2000 (GMP1001PP)**

Smaller than its cousin, the GearPower Portable Battery Pack provides 2000mAh and up to four hours of additional talk time, 24 hours of audio playback or eight hours of video

playback (depending on usage and phone settings). Bundled with interchangeable connectors, it can charge virtually any mobile device available. At only 2 by 3.8 in, it's one of the most compact and portable mobile device charging solutions available.

"IOGEAR is committed to helping Susan G. Komen for the Cure in their pursuit of medical research and services for women affected by breast cancer," said James Hsieh, president of IOGEAR. "What started as an effort to show support during Breast Cancer Awareness Month has blossomed into a yearlong initiative that gives IOGEAR employees and customers a feeling of pride."

For more information on IOGEAR and its connectivity solutions, please visit:

[www.iogear.com](http://www.iogear.com). Follow IOGEAR on [Twitter](#), the [company blog](#), and become a fan on [Facebook](#) for additional industry, company, and product details.

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#### ***About IOGEAR***

*IOGEAR, headquartered in Foothill Ranch, Calif., manufactures innovative Home Electronics and Information Technology solutions that enable convergence through connectivity. Founded in 1999, the company develops products that help integrate technologies, share resources, decrease clutter and energy consumption, and reduce electronic waste. IOGEAR distributes throughout North and South America, Europe and Asia.*

*The company emphasizes the conservation of natural resources to both employees and customers through its GREEN initiatives program and "Road to a Million Trees" campaign. In partnership with Trees for the Future, one tree is planted for every product purchased on the IOGEAR site or through an IOGEAR GREEN initiative partner.*

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#### ***About WHDI***

*WHDI (Wireless Home Digital Interface) is the only viable option available for connecting the content on all HD devices to the TV. WHDI technology enables wireless delivery of uncompressed HDTV throughout the home with video rates of up to 1080p in the 5Ghz unlicensed band. WHDI surpasses competitive technologies by providing outstanding and consistent picture quality equivalent to wired HDMI™ cable, low latency, multi-room availability and low power consumption. For more information about WHDI, visit <http://www.whdi.org/>*

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