



Wilmington, NC—6/18/2009— New Potato Technologies, Inc., a creative design firm specializing in the development of consumer electronic and communication products and accessories, is pleased to announce that it has been granted Made for iPod® and Works with iPhone™ licensee status from Apple® Inc.

According to Stuart Ross, CEO of New Potato, "The Made for iPod license is highly coveted within the industry, and Apple has been very selective in its choice of licensees. We are pleased to have been granted the opportunity to apply our unique skills and flair in product design to extend the boundaries of what is possible for high quality accessories for the iPod and iPhone market."

No stranger to this market space, New Potato is now able to introduce new product offerings as an Original Design Manufacturer, in addition to those programs where it has collaborated as an adjunct licensee or strategic technical partner. New Potato is currently working to develop and introduce new accessory concepts which leverage the latest capabilities of the new OS 3.0 for iPhone® and iPod touch® for the entertainment, fitness, security, communication and telemetry categories.

Located on the sunny shores of North Carolina, New Potato has a unique history of technology and product development of wireless, audio, video, and Internet appliance solutions for consumer, industrial, and special applications.

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