DATE: DECEMBER 8, 2011

TITLE: PELICAN™ REFINES DESIGN OF THEIR MEMORY CARD CASE LINE

PRODUCTS AFFECTED: PELICAN 0910 AND 0940 MEMORY CARD CASES

INTRODUCTION:
To unify the look and provide for ever changing portable electronic device sizes, Pelican has refined the design of the 0910 and 0940 Memory Case line.

NOTE: The 0910 and 0940 Memory Card Cases will be discontinued and replaced by 0915 and 0945 respectively once stock has been exhausted.

- Decreased weight with insert:
  0910/0940 weight: 0.28 lbs.
  0915/0945 weight: 0.22 lbs.

- Unified BMW designed look to mirror Pelican’s HardBack™ electronics protection line

- Same great features (Watertight, Crush-resistant)

- 0915 Stores up to 6 Micro SD, 6 Mini SD and 12 SD Cards

- 0945 Stores up to 6 Compact Flash Cards

- 0910 pricing = 0915 pricing

- 0940 pricing = 0945 pricing