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FOR IMMEDIATE RELEASE

Digital Innovations Proud To Move Manufacturing Of Key Product Line From China To The USA

ScreenDr Pro's USA production creates jobs, ensures quick fulfillment of an in-demand product, and marks a return to DI's roots.

Arlington Heights, IL, June 11, 2012 – Digital Innovations, LLC, the leader in innovative consumer electronics (CE) care and maintenance accessories and quality computer peripherals, is pleased to announce it has moved production of ScreenDr® Pro, its acclaimed screen cleaning product, from China to Chicago.

The move helps DI efficiently keep pace with orders for a product with exploding demand while creating employment opportunities for workers in the US. It also marks a shift back to DI's roots.

Until the early part of the last decade, when DI's Co-Founder and current CEO Collin Anderson was in his first stint running the company, DI manufactured its first hit product in Chicago; the SkipDr® CD/DVD scratch repair device. SkipDr has gone on to sell almost 10 million units to date and is arguably the most successful consumer electronics accessory in history. In the following years, like virtually all CE manufacturers, a later DI CEO moved almost all production offshore.

When Anderson returned to the DI helm early last year, he knew from his past experiences with SkipDr the importance of a flexible supply chain when launching a hot new product. This experience, coupled with a growing list of challenges associated with Asian manufacturing, caused him to push the company back toward producing products domestically wherever feasible. ScreenDr Pro is the first result of this new direction.

ScreenDr Pro, which kicked off US production in May, is quickly establishing itself as the most respected cleaning line for LCD/LED/Plasma TVs, computer monitors, tablets, smart phones and more. Its patent-pending Stor-Dry™ bottle design allows the included microfiber cleaning cloth to be conveniently stored inside the bottle assembly...where it's kept clean, dry and always available. ScreenDr Pro also features a state-of-the-art, streak-free screen cleaning solution and a premium-quality antibacterial microfiber cloth.

"We believe the 'Made In USA' logo has a special resonance with the American consumer in 2012," Anderson said. "In today's tough economy, people like to know there are companies out there making a real effort to bring jobs back to our shores."

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Johan Abadie, DI's Director of New Product Development, explained that moving to US-based ScreenDr production makes good business sense for operational reasons, as well as marketing.

"At face value, it's still cheaper to manufacture most products in Asia," Abadie said. "But when you factor in lower shipping costs, greater supply chain flexibility, less cash tied up in inventory, better quality control and simplified product development processes, manufacturing stateside begins to make sense for a growing number of our products. In fact, we are currently tooling up to manufacture a second innovative new product line in the Chicago area later this summer."

"Finally, beyond all the business reasons, there's one more reason to manufacture in the US," Anderson added. "People are hurting, and it feels really good to create some new jobs here."

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Digital Innovations, LLC is based in Arlington Heights, Illinois and was founded in 1995. DI works hard every day to understand consumer problems and pain points, then solves them by delivering innovative, effective and easy-to-use accessories and peripherals. DI's product line includes ScreenDr™ for screen cleaning featuring the patent pending StorDry™ bottle design, LapGuard™ with Radiation Shielding Technology for laptops, Speaker Dock for Android™, DeviceDryer™ for soaked electronics, and AllTerrain™ "All Surface" Mice. DI got its start by launching SkipDr®, the world's first consumer CD/DVD repair device that is arguably the most successful consumer electronic accessory in history having sold almost 10 million units and counting. Digital Innovations products are available online and at leading retailers such as Best Buy, RadioShack, Staples, Sears, GameStop, Kmart, AAFES, Meijer, Fred Meyer and many more.

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