



Contact: Johan Abadie, VP of Marketing
Digital Innovations, LLC
3436 N. Kennicott Ave. Suite 200
Arlington Heights, IL 60004
Phone: (888) SMART-58 (762-7858) Fax: (847) 463-9002
Email: jabadie@digitalinnovations.com
www.digitalinnovations.com

FOR IMMEDIATE RELEASE

ScreenDr® Antimicrobial from Digital Innovations: Because Phones and Tablets Are Dirtier Than A Toilet Seat

Top-selling Screen Cleaner Helps Keep Your Devices Clean

Arlington Heights, IL, January 8, 2014 – Digital Innovations, LLC, the leader in innovative consumer electronics care and maintenance accessories, is pleased to announce the ScreenDr® Antimicrobial screen cleaning line.

ScreenDr Antimicrobial is an enhancement to the company's industry leading ScreenDr Professional line, a top seller at thousands of retail stores nationwide. DI's decision to add antimicrobial properties to its popular ScreenDr® line was in response to multiple studies showing phones and tablets to be typically dirtier than a toilet seat.

"Phones and tablets are now among our dirtiest belongings," said Collin Anderson, CEO of Digital Innovations. "They are with us all the time, get used everywhere and are constantly being passed from person to person. Keeping them clean is a real challenge, and it goes beyond wiping them off."

To solve the problem, DI is offering a new formula that will not only clean any screen or display to a brilliant shine, but will also leave an invisible oleophobic and anti-static coating that will make screens easier to clean. In addition, antimicrobial ingredients will help prevent re-growth of stain and odor-causing bacteria and microorganisms on the treated surface.

"Our challenge was to add antimicrobial properties without compromising our high screen cleaning standards," Anderson said. "We also wanted to offer an eco-friendly solution and avoid adding ingredients such as Triclosan, which is coming under increasing scrutiny from the FDA for potential health problems. We managed to accomplish all of that with this new formula."

-more-

**ScreenDr® Antimicrobial: Because Phones and Tablets are Dirtier Than a Toilet Seat
(page 2)**

ScreenDr Antimicrobial's formula is safe for all screens, displays, devices and eyewear. It comes in DI's ultra-convenient "All-In-One" bottle design. This patented feature allows the user to store the cleaning cloth inside the bottle assembly between uses, which keeps the cloth clean, dry and always available when needed.

ScreenDr Antimicrobial comes in an airline-friendly 2oz bottle size (\$9.99 MSRP), a 5oz size that is perfect for home and office use (\$14.99 MSRP), and a 2/5oz combo that addresses all screen cleaning needs (\$19.99 MSRP). It is available through the Digital Innovations web site as well as major e-tailers and brick-and-mortar retailers. Visit digitalinnovations.com to learn more.

For additional information, contact:
Johan Abadie, VP of Marketing
Digital Innovations, LLC
3436 N. Kennicott Ave.
Suite 200
Arlington Heights, IL 60004
Phone: (888) SMART-58(762-7858)

Phone: (847) 463-9000
Fax: (847) 463-9002
Email: jabadie@digitalinnovations.com
www.digitalinnovations.com
www.facebook.com/D.Innovations
www.twitter.com/digi_innovate

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 lines include ScreenDr™ Screen Cleaner featuring the patent-pending StorDry™ bottle design, The Nest™ Flexible Earbud Case, LapGuard™ the only laptop desk with Radiation Shielding Technology; 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 with almost 10 million units sold 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.

###