



New Line of Accessories(TM) From New Potato(TM) Brings Unique Products to iPhone(R), iPad(TM), and iPod(R)

Hands-On Game Gadgets First to Be Unveiled

WILMINGTON, NC--(Marketwire - June 8, 2010) - New Potato Technologies, a developer of innovative products for the iPhone, iPod touch and iPad, is bringing the magic of Vegas to the iPhone with today's announcement of a new selection of [app]cessory™ products destined to entertain iPhone, iPad, and iPod touch® users everywhere. New Potato describes an [app]cessory as a solution for a digital device that includes a software application working in conjunction with an external hardware accessory to create an amazing user experience. [App]cessories bring imagination to life by combining hardware and software creations in unprecedented ways. The first product to be unveiled from the New Potato [app]cessory line is Jackpot Slots, designed to deliver casino-like slots fun to the iPhone and iPod touch.



"We are extremely excited to bring innovative, creative ideas to the MP3 and mobility accessory market that extend the utility of the iPhone, iPod touch and iPad," said Rick Case, Vice President of Sales at New Potato. "[App]cessories fully leverage the iPhone 3.0 OS and beyond and bring consumers a new way to incorporate their digital devices into their lifestyles. Hardware and software applications that work in concert together are the future of portable digital devices and New Potato is leading the way with [app]cessories."

Amazing hands-on experiences for iPhone, iPad, and iPod touch will initiate the [app]cessory product launch, with expertly executed game options bringing true innovation to the iPhone ecosystem. The first [app]cessories to be unveiled will provide a new and exciting way to connect with mobile devices and pave the way for the introduction of additional groundbreaking [app]cessory products.

Charge, Sync, Play & Win with Jackpot Slots!

Jackpot Slots, available now, transforms the iPhone and iPod touch into a feature-rich slot machine. The Jackpot Slots [app]cessory brings home the thrill of the casino, creating reel-spinning slots action within the app. The weighted Jackpot Slots dock is equipped with charge and sync capabilities. The free app, available in iTunes® (www.itunes.com/apps/jackpotslots), includes rich graphics that deliver the magic of the finest Las Vegas casinos. Compatible with the iPhone, iPad, and iPod touch, the Jackpot Slots app features multiple slots games with the chance to compete and win in New Potato's [App]cessory Slots Tournament™.

Experience Pinball Magic!

Following the release of Jackpot Slots, New Potato will deliver the Pinball Magic [app]cessory for iPhone and iPod touch, scaling down the fun of the arcade with hugely entertaining results. A working plunger and buttons on the Pinball Magic machine launch the pinball onto the sleek table surface of the iPhone or iPod touch screen, creating a fun, new way to play at home or on-the-go. The free Pinball Magic app, coming soon to iTunes, contains detailed and vibrant playfield graphics. The app displays the pinball game and provides an in-app scoring system.

For more information, visit www.newpotatotech.com. The Jackpot Slots [app]cessory is available at newpotatotech.com and in Best Buy stores nationwide. iPhone and iPod touch versions will be available for \$39.99 while the iPad version will be available later this summer for \$69.99. Pinball Magic for iPhone and iPod touch will be available in July. New Potato [app]cessories have been designed to work with iPhone 4.

These exciting products join New Potato's FLPR™ Universal Remote Control for iPhone and iPod touch, which is also available at Best Buy stores nationwide.

About New Potato Technologies

New Potato Technologies is a consumer electronics company headquartered in Wilmington, North Carolina, and focused on extending the amazing iPhone, iPod and iPad™ platforms into new innovative areas.

For more details on [app]cessories and New Potato, visit www.newpotatotech.com or contact media@newpotatotech.com

Jackpot Slots and all other New Potato prize drawings comply with all federal, state, and local laws and regulations. For more information, visit <http://www.newpotatotech.com/slots>.

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