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Free Your Car Cup Holder From iPod® Invasion

Two-thirds of consumers lack in-vehicle MP3 attachment device

San Diego, CA – July 11, 2005 – Consumers have been left in the dark when it comes to simple ways to safely secure their iPod, keep it accessible for listening and control their music while in the car, according to Rivet International.

In a June 2005 survey conducted by Rivet, the leading developer of attachment systems for personal mobile devices and accessories, 68% of respondents said they currently rely on a car cup holder or ashtray as a storage unit for their iPod. An additional 76% of consumers would consider purchasing an affordable system that attaches to the dashboard, without impeding air conditioning vents or cup holders.

“The results of our survey show a shocking number of people storing their iPods in cup holders. I prefer to put my coffee in my cup holder and have my iPod on the dashboard within close reach” said Raleigh Wilson, CEO of Rivet International. “This confirms the fact that consumers are in need of a simple way to attach their iPod while on the road.”

Rivet's GRAB™ for iPod allows users the freedom to attach their iPods wherever they want – belt loop, backpack, purse and even a car dashboard. Rivet's patented, aircraft quality alloy and stainless steel E-Clip one-touch release system lets users easily switch the way they wear their iPod without skipping a beat. The Rivet E-Clip with GRAB allows drivers to place the iPod in a custom location on the dash of any automobile.

With the recent launch of the Podcast-compatible iPod 20GB and 60GB with color display, even more users will be Podcasting and listening to the radio on their iPods in the car. Rivet's GRAB will provide consumers with a simple way to always have their iPod within reach, even while driving.

Rivet products are backed with a lifetime warranty. Apple stores are currently carrying the new Rivet GRAB for iPod mini and iPod with click wheel (20/30GB and 40/60GB) at a price of \$29.99. Rivet also offers the GRAB Lanyard neckband for the iPod mini at a price of \$24.99.

Further information on the complete Rivet Attachment System can be found at www.rivetnow.com.

About Rivet International

Rivet International is the inventor, designer and producer of a proprietary, multi-functional attachment system for personal mobile devices that merges style and technology. Rivet is committed to change the way people think about how they wear their devices. The Rivet Attachment System is made up of interchangeable components that inspire users to find their own way to incorporate their device into their life and lifestyle. To discover your way to Rivet and for further information on the company, please visit www.rivetnow.com.

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