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Rivet Makes Fashion Statement With New iPod shuffle Accessory

Consumers can customize their music player with personal style

San Diego, CA – August 29, 2005 – Rivet International, the leading developer of attachment systems for personal mobile devices and accessories, today announced the availability of its Rivet GRAB™ for iPod® shuffle, giving users a variety of ways to accessorize their Apple Shuffle player.

The Rivet GRAB provides Shuffle owners with a colorful way to turn their players into a fashionable tool. Rivet's Shuffle holder includes the company's popular GRAB, made of polycarbonate plastic. The durable and lightweight holder was designed specifically to complement the style, size and simplicity of the Shuffle. The GRAB comes in pink, blue, clear or graphite color options.

The GRAB for iPod shuffle also includes a lanyard, with either colored glass beads or cloth with custom designs, enabling users to accessorize their Shuffle with their clothing, bags or other fashion items. Consumers may also choose to wear the Shuffle with a removable clip that allows attachment to a belt, shirt, pocket or bag. The durable and discreet lanyard Micro Clip and the compact snap-on belt clip keep Shuffle control keys accessible at all times without adding bulk to ensure the Shuffle remains a small and lightweight music player.

“At such an affordable price point, and with millions in worldwide circulation, the iPod shuffle has become a status symbol for mobile music lovers,” said Raleigh Wilson, CEO of Rivet International. “With our GRAB product, consumers now have a fashionable and secure way to wear their Shuffle, by adding color and a sense of individual style.”

Rivet’s high quality manufacturing is backed with a lifetime warranty. The Rivet GRAB for iPod product line is available immediately at Apple Stores nationwide and online at <http://store.Apple.com>, starting at \$19.99.

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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