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Nuo Tech Announces Chloe Dao Line of Mobile Technology Cases that Combine Contemporary Design with Ultimate Technology Protection

Travel In Style This Summer with Designer Laptop Cases and Luggage Designed by Project Runway Winner

Austin, Texas — March 3, 2010 — Nuo Tech, LLC, designers of technology cases for today's fashionistas and mobile professionals, announces the Dao Chloe Dao for Nuo Collection. The Collection features a rolling laptop brief, a slim laptop brief, a flip tote, a mini backpack, 20" carry-on trolley, over the shoulder satchel and a netbook envelope clutch. Cases start at \$24.99.



The Chloe Dao Collection is fashion-forward and without boundaries, and has been designed by Project Runway winner, Chloe Dao, with a play on colors, geometry and shapes to create a line that is "classic trendy" and modern that will not go out of style. The full line of mobile technology cases is not only chic, but it is functional and durable for protecting expensive, electronic devices and travel essentials.

"I design for working men or women like myself - professionals who do not want to sacrifice style for function. The Dao Chloe Dao Collection has the best of both worlds," commented Chloe Dao. "I am a woman that is always on the go, literally. It has been wonderful to be able to work with Nuo to design accessories that are functional and fashionable and help me navigate my busy life with style."

The Collection is now available at Nuo's online store at www.shopnuo.com as well as Chloe Dao's Lot 8 boutique which draws a diverse clientele of celebrities, fashionistas and career women. Nuo's products may also be purchased at retailers such as Dell, eBags, and Kohl's.com.



About Nuo Tech, LLC

Nuo is a mobile lifestyle brand that specializes in designing and delivering carrying cases and accessories for laptops, mobile/smart phones, gaming, travel and other mobile technology products. Nuo creates products that are innovative, durable and functional, while adding fashion and personal style to every design. We are committed to corporate sustainability and eco-friendly business practices. Regardless of your interests, profession, aspirations or mobile lifestyle needs, our business is protecting your assets. For more information visit nuo-tech.com.

About Chloe Dao



After a long ten-month journey, Chloe Dao emerged as the winner of Bravo's Emmy nominated Project Runway 2 on March 8, 2006. Dao won the hearts of America with her mild honest demeanor, consistent display of technical skills, business savvy and creative talent. In January 2007, Dao's designs were featured in the Smithsonian Museum in the "Exit Saigon, Enter Little Saigon" exhibit. Dao's reputation for understanding women and their bodies landed her a contract with Dove as their national spokesperson for the "Sleeveless Ready" campaign. Dao reached the masses again in 2008 as she debuted on QVC with consecutive sell out appearances

with her line Simply Chloe Dao, exclusive to QVC. Visit chloedao.com for more information on Chloe and all available collections.

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