



Catalyst Introduces Waterproof Case for 12.9” and 9.7” iPad Pro and Limited Edition Apple Watch Case at CE Week in New York, Booth 261

Expanded U.S. Distribution to Include Retail Partners Best Buy, WestMarine and InMotion Entertainment

NEW YORK– June 21, 2016 – [Catalyst](#), the manufacturer of the world’s most protective and versatile iPhone cases and waterproof accessories, will introduce the Catalyst case for the 12.9” iPad Pro, the only fully functional waterproof, everyday case in the world for this device, at CE Week in New York.



Catalyst is also announcing [Catalyst Exclusives](#), a collection of special edition products available for a limited time on [www.catalystcase.com](#). Featured products include new metal versions of the award-winning Catalyst case for the Apple Watch 42mm. Made of premium materials with an anodized aluminum housing, supple adjustable wrist strap with matching signature rotating crown dial and button, it perfectly complements the Apple Watch 42mm and makes it waterproof to 5ATM. Catalyst Exclusives also features a [limited edition version of the Catalyst Waterproof Sleeves](#) in a translucent white waterproof shell with a quilted orange inner organizer.





“Catalyst is continuously designing and developing new solutions to keep ahead of the demand for fashionable and functional solutions that protect Apple products in almost any environment,” said June Lai, CEO of Catalyst Lifestyle. “CE Week brings out the top tier tech enthusiasts, journalists and buyers, who are looking to Catalyst for the latest in our space. We’re bringing the first waterproof solution on the market for the 12.9” iPad Pro and are very excited to unveil the new Limited Edition Apple Watch case and waterproof sleeve designs. We are excited to get these great new additions into the hands of customers this summer.”



The new line of waterproof and drop-proof [12.9” and 9.7” iPad Pro](#) Catalyst cases as well as [Limited Edition Apple Watch cases](#) and Limited Edition Waterproof Sleeves will be on display at the show. The Limited Edition Waterproof Sleeves are available for immediate purchase. The Limited Edition Apple Watch case, 12.9” and the [9.7” iPad Pro case](#) will be available for pre-order at CE Week. Catalyst cases for the recently released [iPhone SE](#) and [iPad mini 4](#) will also be on display after their introduction at CES Asia in May.

Catalyst is rapidly growing its retail presence throughout the United States. The Catalyst brand is now available in more than 550 Best Buy stores nationwide along with a full range of products available on [BestBuy.com](#). Catalyst is also available in WestMarine stores throughout the United States and on [WestMarine.com](#) as well as at airports throughout the US in [InMotion Entertainment](#) stores.

“There are no other protective solutions on the market today for Apple products that are designed to perform and protect like Catalyst, which makes the cases appealing to a wide audience,” said Josh Wright, Catalyst Chief Creative Officer.

Catalyst Cases for iPad Family

\$149.99 (US) Catalyst Case for 12.9” iPad Pro

\$119.99 (US) Catalyst Case for 9.7” iPad Pro

\$89.99 (US) Catalyst Case for the iPad mini 4



Catalyst Case for the Apple Watch 42mm

\$189.95 (US) Limited Edition Apple Watch 42mm

\$59.99 (US) Catalyst Case for the Apple Watch 42mm

Catalyst® Waterproof Sleeve for 13"-15" Laptops

\$89.95 (US) Limited Edition Catalyst Waterproof Sleeve for 13 –15” Laptops

\$54.99 (US) Catalyst Waterproof Sleeve for 13”-15” Laptops

Catalyst Cases for iPad Family

Catalyst cases for iPad are 100% waterproof tested, designed to meet military-standards for impacts and are precision built for total protection wherever you take it. With a grippy rubber bumper, the Catalyst iPad cases feature a clear front and clear back to showcase and compliment the design of the iPad. An integrated touchscreen film provides access to all features including Touch ID, Control Center and swipe notifications while generously sized ports accommodate most aftermarket charging cables and headphone jacks. And, Catalyst’s unique air and watertight acoustic membranes allow for clear sound transmission into and out of the case making video viewing and FaceTime calls a breeze. All cases include a bonus flat-pack, foldable stand making it convenient to watch movies or read anywhere.

Catalyst Case for 12.9” iPad Pro

The world's first and only waterproof case for the 12.9" iPad Pro. Designed to be minimal, easy to use, and packed with technical features so you can take your iPad anywhere. The ergonomically designed, impact-ready grippy rubber bumper makes it natural to hold comfortably. The clear case front and case back showcases the iPad inside. All buttons and features are accessible and acoustics are designed for premium sound output. This stylish yet rugged case protects your device from everything - from sticky fingers and coffee spills to any of life's adventures.

Catalyst Exclusives

Trailblazing innovation. Cutting-edge functionality. Uniquely you.

Catalyst demonstrates a relentless commitment to the purity of modern design where form follows function. Precision, performance, and rare attention to detail are the attributes that define Catalyst.

Our limited edition exclusives are our fresh take on limited edition products available for a limited time on www.catalystcase.com

Catalyst Exclusive - Limited Edition cases for Apple Watch 42mm

Celebrating style, performance and craftsmanship, Catalyst has created a limited edition version of its award-winning waterproof case for the Apple watch in precision machined aluminum, with laser etched logos. These premium cases are engineered to feature all of Catalyst’s patent-pending technology including our double sealing waterproof system, Catalyst rotating crown dial and true sound acoustic membranes. Each unit is painstakingly crafted to follow the contours of your apple watch and transform it into a 5ATM (50 meters / 165 ft) waterproof watch. With performance and style like this, you will be able to take your apple watch with you everywhere. Available in Gold/White, Silver/White or Space Gray/Black.



Catalyst Exclusive - Limited Edition Waterproof Sleeve 13"-15"

Catalyst Exclusives will also feature a limited edition version of the Catalyst Waterproof Sleeves in a translucent white waterproof shell with a quilted orange inner organizer and portable straps. This limited edition exclusive is a fresh take on the design of our sleek, classic waterproof sleeve. The double coated outer shell seals your tablet or laptop IP66 waterproof, while the organizer pads and protects your 12.9" iPad Pro or 13" - 15" laptop, and attachable travel straps turn it into a minimal travel bag for anybody on the go. Striking, unconventional and as uniquely individual as your tastes.

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Website: www.catalystcase.com

About Catalyst

Catalyst is a lifestyle accessories brand founded to create iconic products that enable people to explore and share their world. Catalyst offers the highest performance accessories that are the best value for their customers. Josh Wright is an award-winning industrial designer who graduated from the Art Center College of Design and June Lai is the research, development and business partner at Catalyst. Together, after seeing a need for a product that fit their needs but did not yet exist, they designed and developed an iPhone case that would protect their products through their many outdoor and underwater adventures. Since Catalyst's inception in 2011, the brand has launched on Kickstarter and introduced the highest performance line of everyday cases, accessories and sleeves featuring their own proprietary technology.

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