

# News

For Immediate Release

Contact: John Younghein  
Meridrew Enterprises  
(925) 838-8774

Contact: David Wallace  
Meridrew Enterprises  
(714) 963-4406

## **iKlear Adds Antibacterial Cleaning Cloth To Line**



San Francisco, CA, December 16, 2008 —

Meridrew Enterprises is pleased to announce the addition of an exclusive germ fighting antibacterial cloth to its line of iKlear brand cleaning kits. The Antibacterial cleaning cloth will be included in our line of cleaning kits in time for holiday sales.

Recent studies have shown computer keyboards and other touch pad surfaces to be potential breeding grounds for germs. The prevalence of new personal electronics prompted iKlear to add the additional protection afforded by this specialized cloth. The new antibacterial cloth provides the safest means to reduce contamination without risk to our customers. The exclusive iKlear antibacterial cloth maintains its germ fighting properties even after washing 100 times. This unique, diamond pattern cloth is treated to trap and eliminate over 99.0% of the bacteria that can be found on an iPhone, keyboard, track pad and computer mouse.

iKlear antibacterial cloth can be found in the following cleaning kits:

**more**

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### **Page 2**

- The Complete Cleaning Kit (iK-26CK) MSRP \$29.95
- Apple Polish Kit (iK-5MCK) MSRP \$24.95
- iPod Cleaning Kit (iK-iPod) MSRP \$19.95
- Travel Singles (iK-TS20) MSRP \$14.95

iKlear is sold at Apple retail stores world wide and at other consumer electronics retailers and on line. iKlear is the most recommended cleaning product by manufacturers and consumers. iKlear safely cleans LCD, plasma, DLP® and projections screens without alcohol or ammonia. iKlear cleaning fluid removes, dirt, dust, lint and fingerprints while creating an anti-static finish so you don't have to clean as often. iKlear is 100% non-toxic and is safe to use around children and pets, our unique formula is environmentally friendly.

*Meridrew Enterprises is a leading manufacturer of LCD cleaning products for consumer and institutional use and the exclusive purveyor of cleaning products at Apple Retail Stores. iKlear and Klear Screen are registered trademarks of Meridrew Enterprises. For more information about Klear Screen or iKlear products contact our office at (800) 505-5327.*

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