



NEWS RELEASE

Media Contact: Maryellen Salter
maryellen@theloyaltyinc.com
401-219-8881
www.iwantmygameon.com

WIRE WRAPS™

ADD FUNCTION AND FLAIR TO UNSIGHTLY WIRES

Flexible, expandable wire cover system wraps wires in style

LAS VEGAS, NEVADA- 2009 International CES, January 8-11, South Hall Booth # 25433 – Cambre Products has added Wire Wraps™, a flexible expandable wire cover system to their GameOn™ line of accessory products.

Wire Wraps quickly transform messy wires into a cool new style worthy of showcasing. Wires can be wrapped in black, green or white or mixed and matched for a custom look. Wire Wraps are flexible enough to hold all cables and even include a corner piece for those hard to reach places.

The sections connect easily together for an organized appearance in minutes. The adhesive tape for wall applications cleans up floor clutter so there's no more tripping over wires!

Packaged in 100% recyclable materials, contents include four, 6" lengths and 1 corner piece. Unsightly wires will never look so good, while staying protected and dust-free.

Additional products in the line will be released in January 2009 and offer extra storage and customizable features.

For more information please visit www.IWantMyGameOn.com or contact Maryellen Salter maryellen@theloyaltyinc.com 401.219.8881 for press inquiries.

###

About Cambre

Cambre is a well-established Canadian based company specializing in audio/video mounting solutions. They pride themselves on building and maintaining relationships with customers and colleagues pledging the utmost integrity. Cambre is excited to branch out to the ever-changing gaming industry to offer a wider array of mounting solutions to an even broader audience. Cambre offers a full line of gaming accessories capitalizing on space-saving "smart" solutions for audio/video storage and organization.