



## NEWS RELEASE

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### WIRE WRAPS™

#### ADD FUNCTION AND FLAIR TO UNSIGHTLY WIRES

*Flexible, expandable wire cover system wraps wires in style*

**LAS VEGAS, NEVADA- 2010 International CES, January 7-10, South Hall Booth # 21816** – Cambre Products has added Wire Wraps™, a stylish solution for cleaning up unsightly wires, to their Game On™ line of accessory products.

Wire Wraps™, a flexible, expandable wire cover system transforms messy wires into a cool new style worthy of showcasing while cleaning up floor clutter so there's no more tripping over wires! Wires and cables can be wrapped in black, green or white covers or mixed and matched for a custom look.

Packaged in 100% recyclable materials, contents include four, 6" lengths and 1 corner piece for those hard to reach places. Wire Wraps keep cords organized while protecting them from dust, kids and pets.

The sections connect easily together for a clean orderly appearance in minutes and come with adhesive tape and screws for secure wall applications.

Additional products to the line include Game On™, Stash Box™, Gear Board™ and Dirt Rags™. For more information please visit [www.gameonproduct.com](http://www.gameonproduct.com) or contact Maryellen Salter [maryellen@cambreproducts.com](mailto:maryellen@cambreproducts.com) 401.219.8881 for press inquiries.

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#### **About Cambre**

Cambre Products, a veteran manufacturer of audio/video storage solutions ([www.cambreproducts.com](http://www.cambreproducts.com)), has developed a line of organizational and wire management products geared specifically towards gamers. Game On™ is a line of parent-driven, kid-approved accessories designed to clean-up gaming clutter (and germs!) in a fun and stylish way.