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Apple adds pink to iPod nano range

Just in time for Valentine's Day

by Amy-Mae Elliott published on 22 January 2008

Apple has announced that it is adding a "gorgeous" new pink iPod nano to the current range lineup.

Described as "much-requested" by the company, the pink iPod nano is available immediately in an 8GB model for £129.

"Customers are going to love the gorgeous new pink iPod nano", says Greg Joswiak, Apple's vice president of Worldwide iPod Product Marketing.

"The pink iPod nano is perfect for people who want a great new colour this spring, or who are searching for a special Valentine's Day gift."

Apple is no doubt hoping to re-create the success that it enjoyed with the pink version of an older model, the iPod mini, demand for which outstripped supply in the lead up to Christmas 2004.

The iPod nano is currently also available in silver, black, blue, green and a (PRODUCT) RED special edition.

