



FOR IMMEDIATE RELEASE

MAC Group Appointed Exclusive U.S. Distributor for Cinevate

*Cinevate is the premier manufacturer of professional video products for
filmmakers of all levels*

Thunder Bay, Ontario, Canada – (February 21, 2011) – [Cinevate](#) today announces that [MAC Group](#) will now exclusively distribute its line of innovative filmmaking products in the United States. This highly anticipated partnership provides filmmakers of all levels in the United States with total access to Cinevate's complete line of [products](#) including HD/SLR packages, camera sliders, table dollies, viewfinders and handheld rigs for the first time in the company's history.

“Our mission statement is to equip filmmakers with the optimal tools to achieve their creative goals. With the incredible growth in the world of visual media, new technologies are upon us daily,” said Dennis Wood, President and CEO of Cinevate. “Our success depends on the ability to define problems and create solutions. We believe that the MAC Group is not only the right partner for us in the U.S. market, but the best choice to help us distribute our great solutions.”

“When you look at the mission statements of Cinevate and MAC Group they are almost identical,” says Jan Lederman, President of MAC Group. “That is one of the many reasons why they're such a perfect fit for us. We're very excited about Cinevate joining MAC Group. Our customers and each of our brands have been affected by the HD/SLR cinema revolution as well as the increasing demand for video within the photo industry. The addition of Cinevate's lineup will go nicely with several of our other products and I would expect to see a lot more from MAC Group in the video space during 2011 and beyond.”

This venture combines Cinevate's best-in-class filmmaking technologies with MAC Group's history of innovative, successful marketing strategies. Leveraging years of experience and market know-how, MAC Group is poised to show filmmakers of all levels the new possibilities they can achieve with Cinevate products. Together, these companies will strive towards their common goals, embodying Cinevate's motto – “Show the World”.

For the past 23 years, MAC Group has sought to provide photographers, videographers, students and educators with the finest tools they need to create images. Cinevate not only helps them achieve this goal, but also brings a new, exciting dimension to their collection of brands.

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Availability

Cinevate products are available for purchase in the U.S. from a growing list of specialty camera and video retailers.

About Cinevate

Cinevate is a privately held, Canadian-based company that manufactures award-winning hardware solutions for the professional filmmaking market. For more information about Cinevate and their collection of filmmaking products, including detailed product videos and image galleries, please visit <http://www.cinevate.com>.

Cinevate products are exclusively distributed by MAC Group (www.MACgroupUS.com) in the USA.

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