



FOR IMMEDIATE RELEASE

Kupo Appoints the MAC Group as its Exclusive Distributor in the United States

Kupo is the premier manufacturer of professional grip equipment and lighting accessories for the still photo and video market

Elmsford, NY - September 19, 2011 – [Kupo Grip](#), a leading global brand of professional grip equipment, today announces that the MAC Group will be the exclusive distributor for their products in the United States. Now filmmakers, videographers, broadcast professionals and photographers will have access to Kupo's incredible line of lighting stands, grip gear and accessories.

Kupo Grip is Asia's industry leader in professional grip equipment and lighting accessories. Their extensive product line features innovative new products and features that will set them apart in the American market. Kupo's 3- and 4-way Clamps, manufactured entirely from metal, feature a unique rapid mounting design with four recessed mounting locations to accept a series of interchangeable accessories. Kupo's Master C-Stands for example have a revolutionary patented locking mechanism that dramatically reduces setup time as well as Kupo's Grip Arm Support, a first in the grip industry to aid in supporting heavy loads attached to the end of the ubiquitous grip arm.

President, Jan Lederman, stated that "MAC Group is a sales and marketing company dedicated to supplying photographers, filmmakers, educators and students with the world's finest image-making tools." When asked what prompted him to seek out one of the top brands in the Asian grip market he responded, "With the hybridization of the DSLR, the line between still and moving images is constantly being redefined. Grip equipment plays such a vital role in all aspects of image creation including lighting and camera support, that the addition of a high-end line of grip equipment within MAC Group was inevitable."

About Kupo

Kupo is Asia's leading manufacturer of professional lighting stand and grip accessories for the still and video market. Kupo has established a high reputation for quality and innovation and is committed to providing the best products and accessories to filmmakers, videographers, broadcast professionals and photographers.

For more information about Kupo's line of lighting stands, grip gear and accessories visit www.KupoGrip.com.

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

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