

## Lensbaby Selects Greg Sharp as Senior Vice President of Sales

**Las Vegas, NV (WPPI 2009, Booth #1219) February 16, 2009** – Lensbaby announces today the appointment of Greg Sharp to the position of Senior Vice President of Sales at Lensbaby. Sharp is directly responsible for the sales success and profitability of key Lensbaby accounts, while also managing the company's sales and distribution activities. For more than 20 years, Greg Sharp has held various sales and sales management positions most recently serving as Business Unit Manager for Creative Lab's North American operation and before that he was their National Sales Manager.

“Greg Sharp brings the right combination of talent and experience to Lensbaby. As a 5-year-old-company, Lensbaby is still young so adding someone with Greg's experience and expertise greatly strengthens our team,” said Lensbaby President and Co-Founder, Craig Strong. “Greg was selected to join the Lensbaby team to ensure that our North American retail customers and global distributors share in the profitability and success as Lensbaby grows its business. What we appreciate most of all about Greg is his commitment to building positive and profitable relationships with our retail partners.”

### About Lensbaby

Lensbaby (formerly Lensbabies, LLC) is a Portland, Oregon based manufacturer and marketer of award-winning selective focus SLR camera lenses. Lensbaby was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patented Lensbaby selective focus SLR lens. Lensbaby sells to photographers all over the world through its website, [www.lensbaby.com](http://www.lensbaby.com), by calling 877-536-7222 / 971-223-5662, at tradeshow, in leading photo retailers and through a growing global network of international distributors.

###

### Contact:

**Sam Pardue**  
CEO, Co-Founder, Lensbaby  
503-516-5569  
[sam@lensbaby.com](mailto:sam@lensbaby.com)

**Steven I. Rosenbaum or Leigh Nofi**  
S.I.R. Marketing Communications, Inc.  
631-757-5665  
[sir@sironline.com](mailto:sir@sironline.com)