

## Lensbaby Appoints DayMen Photo Marketing LP as Exclusive Canadian Distributor

**Las Vegas, NV (March 2, 2009) PMA Booth #M230**– Lensbaby announces today the appointment of DayMen Photo Marketing LP as the exclusive distributor in Canada for the company’s complete line of Lensbaby products.

“Lensbaby’s new partnership with DayMen is the perfect match as we continue to expand our Lensbaby product line, including our new award-winning Composer lens and the Optic Swap system,” said Lensbaby Senior Vice President of Sales, Greg Sharp. “Choosing DayMen as our exclusive Canadian distributor was easy given the company’s strong background and expertise in the photographic accessories market. We selected DayMen because we believe they have the best distribution infrastructure, the strongest network of retailers and a top-notch sales staff capable of ensuring that our Lensbaby products are widely available throughout Canada.”

“Lensbaby offers a unique line of creative photographic accessory lenses that are the ideal add-on sale item for today’s digital camera retailer,” said Bill Wood, DayMen’s Vice President, Merchandise. “Sales of profitable lenses like the Lensbaby Composer along with add-on accessory sales of the Lensbaby Wide Angle / Telephoto Kit, Optic Kit, and Creative Aperture Kit, allow them to offer their DSLR customers, fun and creative photography tools.” Ron McKerron, DayMen Canada’s Senior VP and General Manager, further comments: “The Lensbaby product line fits in perfectly with our expertise in offering the most exceptional photographic brands along with knowledgeable training and prompt support to our retailers.”

Three new Lensbaby lenses – The Composer™, The Muse™ and The Control Freak™, – make up the new line of Lensbaby selective focus SLR lenses. Each features the new Lensbaby Optic Swap system. The Composer is based on a ball and socket configuration that delivers smooth selective focus photography with unparalleled ease of use and greater precision. The new Composer retains its position after being bent and is easy to use even with one hand.

All Lensbaby lenses provide photographers with a new way to control depth of field by bringing one area of a photo into sharpest focus with that Sweet Spot surrounded by graduated blur. By bending the Lensbaby lens, the photographer moves the sharp area around the photo for customized creative effects.

### **About DayMen**

Since its inception in 1981, DayMen Photo Marketing LP has enjoyed an exceptional reputation in the photographic and consumer electronics industry as an innovative manufacturer and distributor of high quality imaging products and accessories. For more information visit [www.daymen.com](http://www.daymen.com)

### **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

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Canadian Distributor (cont'd)**

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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.

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