

# Lensbabies



## Lensbabies™ Announces Worldwide Product Distribution

**Portland, OR (July 10, 2007)** – Lensbabies, LLC is happy to announce that they have achieved worldwide distribution of the Lensbaby family of selective focus SLR camera lenses and accessories. The most respected industry distributors are now representing Lensbabies in nearly all key markets, from Germany to Japan, from Russia to South Africa. Lensbabies, LLC distributes its product line directly to retail stores in the United States and Canada.

“Lensbabies is very excited to have aligned ourselves with 35 premier distributors in all of the major markets around the world,” said Sam Pardue, CEO of Lensbabies. “Not only has the Lensbaby product line captured the imagination of photographers around the world, but retailers worldwide appreciate the profitable sales generated by our line of creative lenses and accessories.”

Lensbabies now supplies products to international distributors known for carrying the most prestigious brands in the imaging market. A full list of Lensbabies’ international distributors can be found below:

**Australia** - FVE - Film & Video Extras (Joby, Ilford, Giottos)

**Belgium** - VDH (Joby, Tamrac)

**Bulgaria** - Profiled, Ltd (Nikon, Sony)

**China and Hong Kong** - Jebson & Co. Ltd. (Lowepro, Manfrotto)

**Czech Republic** - EKG, s.r.o. (Tamrac, Slik, Hoya)

**Denmark** - Westheimer A/S (Kodak, Sandisk, Tamron)

**Estonia** - Nordic Digital AS (Tamrac, Velbon, Metz)

**Finland** - Focus Image Nordic OY (Tamron, Sunpak, Lowepro)

**France** - Bogen Imaging France (Manfrotto, Sekonic)

**Germany** - HaPa-Team GmbH (Tamrac, Tokina, Cokin, Kenko)

**Greece** - J & B Geramas Co. (Tokina, Hoya, Billingham)

**Hungary** - Optiform BT. (Sony, Sigma, Tokina)

**Italy** - Bogen Imaging Italia (Manfrotto, Sekonic)

**Indonesia** - PT. Inter-Delta, Tbk. (Canon, Kodak)

**Israel** - Twenco (Tamrac, Kenko)

**Japan** - Kenko (Tokina, Hoya, Kenko, Tamrac)

**Korea** - Ilchul Phototechnic (Hakuba, Cokin)

**Latvia** - MD Professional LTD (Bowens, Lastolite)

**Lithuania** - UAB Vilbros Prekyba (Tamrac, Sony, Canon, Nikon)

**Malaysia** - Shriro (Tamrac, Hasselblad)

**The Netherlands** - Transcontinenta (Tamrac, Lexar, Tamron, Hoya, Kodak)

**New Zealand** - Lacklands Ltd. (Leica, Kodak)

**Norway** - Aronsen AS (Sandisk, Tamrac)

**Philippines** - JT Photoworld, Inc. (Sigma, Tamrac)

**Romania** - F64 (Tamrac, Hoya)

**Russia** - Adlum Commerce Co. (Canon, Sony, Sandisk)

**Singapore** - Cathay Photo Store (Cokin, Lowepro)

**Sweden** - Focus Trading AB (Samsung, Lowepro, Tamron)

**Slovenia** - Infocona d.o.o. (Hoya, Tokina)

**South Africa** - Mphoto (Lomo, Delsey)

**Spain** - Dugopa, S.A. (Tokina, Tamrac)

**Switzerland** - GMC (Tamrac, Slik, Hoya)

**Taiwan** - Keystone Enterprise Co. Ltd. (??)

**Thailand** - Foto Systems Limited (Lowepro, Hoya)

**United Kingdom** - Intro2020 (Pentax, Tamrac)

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## About Lensbabies

Lensbabies, LLC is a Portland, Oregon based manufacturer and marketer of award-winning selective focus SLR camera lenses. Lensbabies was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patent pending Lensbaby selective focus SLR lens. Lensbabies sells to photographers all over the world through its website, [www.lensbabies.com](http://www.lensbabies.com), at tradeshows, and through specialty photographic equipment retailers.

In 2007 Lensbabies won multiple major photographic awards including *Professional Photographer Magazine's* Hot 1 Award, *PC Photo Magazine's* Editor's Choice Award, The DIMA Award for Technical Innovation, and *American PHOTO Magazine's* Editor's Choice Award.

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