

Lensbabies



Lensbabies Company Profile

Lensbabies, LLC is a manufacturer and marketer of selective focus camera lenses. Lensbabies was founded by Craig Strong, a professional photographer and inventor of the Lensbabies Flexible Lens Mounting System (Patent Pending). Lensbabies was publicly launched on February 23, 2004 in Las Vegas, NV, at the WPPI trade show.

Craig Strong invented the Lensbabies lens in an effort to create a digital equivalent to his Holga film camera. Professional photographers responded enthusiastically to early prototypes, which they encountered the lenses at digital photography workshops hosted by Kevin Kubota. (www.kubotaworkshops.com).

Lensbabies maintains its home office and manufactures Lensbabies in Portland, Oregon, USA.

Officers

President and Co-Founder Craig Strong is an active professional photographer who specializes in photojournalistic documentary of weddings, events, families, and other interesting moments in time. Craig Strong's photography business is named Strong Photography (www.strongphotography.com).

CEO, Co-Founder Sam Pardue is a marketing professional who formerly worked for Intel Corporation.

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Contact:

Sam Pardue

CEO, Co-Founder Lensbabies, LLC
503-516-5569
sam@lensbabies.com

Steven I. Rosenbaum or Leigh Nofi

S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com