

FOR IMMEDIATE RELEASE

## **Lensbabies, LLC Changes Company Name to Lensbaby**

**New York, NY (PhotoPlus Expo 2008, Booth #1144) October 23, 2008** – Lensbabies, LLC, a manufacturer and marketer of unique selective focus camera lenses, announces that the company has changed its name to Lensbaby, effective immediately.

“The goal in changing our company name was purely to simplify and synchronize our corporate identity with our line of products,” said Craig Strong, Lensbaby president and co-founder. “What began as a single Lensbaby product four years ago has now blossomed into a complete line of related products that satisfy the needs of creative photographers at all levels. Our products are known to the world as Lensbaby products and now our company name is simply Lensbaby.”

Founded by professional photographer and inventor Craig Strong, Lensbabies was publicly launched on February 23, 2004 in Las Vegas, NV, at the Wedding and Portrait Photographers International (WPPI) trade show.

Craig Strong invented the Lensbaby lens in an effort to create a digital equivalent to his Holga film camera. Professional photographers responded enthusiastically to his early prototypes, and with encouragement from photographic superstar Kevin Kubota and other photographers, Craig decided to bring the Lensbaby lens to the market

Lensbaby maintains its home office and manufactures Lensbaby products including the Lensbaby 3G, Lensbaby 2.0, The Original Lensbaby and the Lensbaby 3G PL (for motion picture cameras), as well as compatible lens accessories, in Portland, Oregon, USA. The Lensbaby line of SLR lenses bring one area of a photographer’s photo into sharp focus with that Sweet Spot™ surrounded by gradually increasing blur. Users can move the Sweet Spot to any part of their photo by bending the lens. Lensbaby lenses are a simple way to add a completely new and creative dimension to anyone’s photography.

### **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 patent pending Lensbaby selective focus SLR lens. Lensbaby sells to photographers all over the world through a network of retailers and its website, [www.lensbaby.com](http://www.lensbaby.com) or by calling 877-536-7222 / 971-223-5662. The company also exhibits and sells Lensbaby products at selected tradeshow.

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