

Lensbaby® Announces Pinhole Photo Contest

Best pinhole photos win a Lensbaby gift certificate, Joby tripod, and Red River Paper gift certificate

Portland, OR (March 23, 2010) – In celebration of Worldwide Pinhole Photography Day on April 25, 2010, Lensbaby (www.lensbaby.com) announces today an open call for photographers to submit their best pinhole images, whether created using a Lensbaby Pinhole/Zone plate Optic or any other type of Pinhole camera, into the Lensbaby Pinhole Photo Contest.

Up to 3 winners will be selected as the best of the best. These winners will receive a prize bundle that includes a Lensbaby gift certificate for \$150, a Gorillapod tripod and ball head combo (<http://joby.com/>), and a \$50 gift certificate from Red River Paper (<http://www.redriverpaper.com/>). Popular voting will be used to help decide one of the winners. Acclaimed pinhole photographers Tom Persinger (tompersinger.com) and Craig Barber (craigbarber.com) will pick two additional winning images.

“With Worldwide Pinhole Photography Day right around the corner, we thought a creative photography contest for all pinhole photography fans was the perfect way to bring attention to this classically imaginative type of photography,” said Lensbaby President and Co-Founder Craig Strong. “We can’t wait to see all the artistic pinhole photos.”

Photographers can submit two images for consideration via <http://lensbaby.com/pinholecontest>. The contest begins today and electronic submissions will be accepted until 6pm, PST, April 9, 2010. Online voting will begin on April 9th and end on April 16th. The winning images will be announced April 23rd.

Submission Guidelines:

Photographers can keep these guidelines in mind as they choose their images:

- Any pinhole photo, whether taken with a Lensbaby Pinhole/Zone plate Optic or not, is eligible.
- The photo should display the elements of a great photograph including interesting subject matter, good exposure, strong composition, interesting detail, beautiful light, storytelling, etc.
- The photo should capture a moment or subject from a fresh perspective.
- Do not submit images containing full nudity or graphic sexuality.

For more information about Worldwide Pinhole Photography Day visit:

<http://www.pinholeday.org> .

-more-

About Lensbaby

Lensbaby is a Portland, Oregon based manufacturer of award-winning Creative Effects SLR camera lenses. Lensbaby was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patented Lensbaby Creative Effects SLR lens system. Lensbaby sells to photographers all over the world through its website, 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, LLC

503-516-5569

sam@lensbaby.com

Steven I. Rosenbaum or Leigh Nofi

S.I.R. Marketing Communications, Inc.

631-757-5665

sir@sironline.com