



FOR IMMEDIATE RELEASE

MAC Group Acquires TENBA® Photo Bag Business

Company plans for growth of high-end professional bags and focuses on a worldwide audience

Elmsford, NY (May 2, 2011) – [MAC Group](#), a leading manufacturer and distributor of professional photographic equipment, has announced significant developments and future plans for its [TENBA®](#) bag division. After several years of partnership, MAC Group recently completed the final phase of fully acquiring the TENBA photo bag business and its worldwide patent and trademark portfolio from Robert Weinreb, who founded the pioneering company 35 years ago. MAC Group says it will dramatically increase its already-significant investment in the growth of the company in the U.S. and abroad, and has plans in place to expand substantially in both product scope and market share.

“We’ve grown our bag business over fourfold in as many years,” said TENBA and MAC Group President Jan Lederman. “The company is forecasting 2011 to be its biggest year by far, and is expecting the business to double over the next two years. This has been building for some time and, especially given the highly competitive nature of this category, is very exciting for us,” added Lederman.

TENBA is now in the midst of its first complete re-branding in its three-decade history. Logos, product aesthetics, packaging, websites and videos have all been changed to reflect the new direction and growth of the company.

Going forward, MAC’s product, marketing and distribution plans will put TENBA bags into the hands of a much broader worldwide audience, while staying true to TENBA’s and MAC’s core of working pros and the quality and innovations they have come to expect from TENBA bags.

TENBA’s ambitious growth initiative revolves around key elements, first and foremost of which are new products. The company—with the benefit of its own full-time design center—has dozens of products launching in the first half of the year, addressing the pro photo, serious photo enthusiast, video/HDSLR, and laptop/electronic categories.

Pulling out all the stops, the company just launched its new Roadies II line of rolling photo/video bags as well as the colorful Vector™ collection, which TENBA promises “looks like nothing the industry has seen before.” Fast on the heels of these introductions will be the launch of its Discovery™ lightweight outdoor collection, a pro video line, and much more.

On the sales and distribution side, the company is in the middle of a dramatic expansion of its U.S. and overseas retail presence, with display programs and even complete TENBA departments rolling out in retail locations around the World. Finally, TENBA will continue its trend of major overseas growth that

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began for the company approximately four years ago. “TENBA has always had particularly meaningful status appeal outside the U.S.,” says Lederman. “And with all of the new product and branding initiatives, it’s reached an entirely new level.” The company has a well-respected network of U.S. retailers and over 25 active and growing distributors worldwide with more being added each year.

About TENBA

TENBA provides innovative carrying case solutions to passionate and professional photographers, and their full equipment arsenal. TENBA introduced the world to soft-sided, professional camera bags in 1977, and has been an innovation and quality leader in the decades since. With so many years of experience in bag development and construction, along with a unique level of closeness and – literally – daily connection to the professional imaging community, TENBA is truly dialed-in to both the real-world needs of its customers and the latest in design trends, materials and manufacturing. With its own, U.S.-based, dedicated “bag lab” product development center and manufacturing facilities, both domestic and abroad, TENBA’s resources and capabilities allow the company to create unique and exceptional carrying and transport solutions for serious shooters.

TENBA (www.tenba.com) products are designed and marketed exclusively by MAC Group (www.MACGroupUS.com) in the USA, and sold by distributors around the world.

About MAC Group

[MAC Group](#) is a sales and marketing company dedicated to supplying photographers, videographers, educators and students with the world's finest image-making tools.

In addition to the brands it represents in the USA, MAC Group designs and distributes Tenba and Induro products internationally.

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Contact:

Steve Rosenbaum or Leigh Nofi
S.I.R. Marketing Communications, Inc.
sir@sironline.com or leighnofi@sironline.com