



## **Photographic Research Organization (PRO) Backgrounder**

### **Mission Statement:**

Photo retailers working together for greater success.

### **Enterprise Goals:**

- Enable member's growth in profitable sales.
- Utilize combined resources to improve operations.
- Provide members with the most beneficial products, services and resources possible.

### **Historical information about PRO:**

The founders of the Photographic Research Organization (PRO) in 1958 were:

- Ed London, Fotoshop, New York
- Ed Ritz, Ritz Camera, Maryland
- Dave Covitz, School Street Camera, Massachusetts
- Aaron Knopf, Eastern Camera Exchange, New York
- Ben & Manny Levy, Levy's, New Jersey
- Jim Schwartz, Jay James Camera, Connecticut

### **PRO Presidents:**

In PRO's 50 years there have been four Presidents. They are:

- 1958 – 1962     Aaron Knopf, Eastern Camera Exchange
- 1962 – 1983     Ed London, Fotoshop
- 1983 – 1996     Ron Inkley, Inkley's
- 1996 – Present   Mike Worswick, Wolfe's Cameras, Camcorders & Computers

### **About Photographic Research Organization (PRO)**

Photographic Research Organization, Inc. (PRO), a national retail cooperative founded in 1958 by six retailers celebrates 50 years in business this year. Currently, PRO is the largest cooperative buying, marketing and distribution company in the photo specialty channel. It currently has 155 member firms and affiliates operating more than 400 stores throughout the United States.

It is owned and managed by some of America's most innovative independent specialty photo retailers. Known as "imaging experts" in the local markets they serve, member stores offer a full line of traditional and digital photographic cameras, lenses and related equipment and accessories. Additionally, PRO member stores offer on-site film processing and digital imaging services as well as a complete range of supplies designed to enhance the picture-taking experience.

Market driven and quality conscious, PRO creates and distributes a wide array of premium quality photographic equipment and accessories through member retail stores and affiliates under the company's signature PROMASTER® brand.

For more information on PROMASTER products and dealer locations visit  
[www.promaster.com](http://www.promaster.com).

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