



FOR IMMEDIATE RELEASE

ProMaster Introduces Convenient New MultiReader for Flash Memory Cards

ProMasterMultiReader 3.0 Answers the savvy photographer's need for speed

Fairfield, CT (February 13, 2012) – As flash memory cards continue to grow in capacity the time it takes photographers transfer image files has increased also. With today's common USB connection, transferring the contents of a 32GB memory card can take up to 1 hour. Today, ProMaster introduced their next generation ProMaster MultiReader 3.0 for flash memory cards using USB 3.0 SuperSpeed technology. The unique multi-slot design of the reader accepts almost every flash card form factor. Its compact design allows it to be connected directly to the computer port or can be connected with the included USB connector.

“Using this new reader with a USB 3.0 port on their computer, photographers will experience transfer rates of up to 10x faster than current USB 2.0 connections,” said ProMaster's Jeff Neal. “While USB 3.0 is not yet in widespread use, ProMaster believes that the benefit of the dramatically faster transfer speeds will prompt photographers to do the low cost upgrade of their computer by adding a USB 3.0 internal board or Expresscard.”

The ProMaster MultiReader 3.0 will be available this spring from specialty photo stores across the U.S. and Canada or online at www.promaster.com for a retail price of \$49.95.

Product specifications:

Compliant with USB 3.0 interface

Maximum transfer speed up to 5GB/s (with USB 3.0 interface)

Backwards compatible to USB 2.0

Supports the following flash memory cards: CF Type I, CF Type II, MicroDrive, MagicStore, Micro SD with adapter, SD, MiniSD, MMC, RS MMC, MMC Micro with adapter, MS, MS PRO, Magic Gate, MS DUO, MS DUO PRO, M with adapter, xDPictureCard

Supports Hot-Swap and Plug & Play functions

LED power and activity indicator

No external power required

Operating system support includes: Windows 7/ Vista/ XP/2000/ME/98SE/98, Mac OS 9.0 or later version, etc.

Mass storage compliant: Driver free with Windows 7/ Vista/ XP/ME/2000(SP3, SP4), Mac OS10 or later version, Linux 2.4.x or later

About ProMaster

For more than 50 years, ProMaster has been fulfilling the needs of professional photographers and aspiring photographers. ProMaster products offer terrific value in a wide range of quality

-more-

products backed by a strong warranty and an equally strong commitment to user satisfaction. ProMaster products are available the U.S.A. and Canada from knowledgeable photo specialty retailers as well as online from www.promaster.com.

#

Company Contact:

Jeff Neal
VP, Sales & Marketing
203-336-0183
jeffn@promaster.com

Press Release:

Steve Rosenbaum / Leigh Nofi
S.I. R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com / leighnofi@sironline.com