



FOR IMMEDIATE RELEASE

ProMaster Debuts New Super Compact Yet Powerful FL100 TTL Flash Unit

New easy-to-use flash unit is compatible with Nikon, Canon, Sony, Pentax, Olympus and Panasonic digital SLR cameras as well as various compact digital cameras

Fairfield, CT (February 13, 2012) – ProMaster debuts today the new ProMaster FL100 High Power TTL electronic flash unit. Featuring a guide number of 100 in a super compact body, the new FL100 is nearly 3x more powerful than the built-in flashes in most interchangeable single-lens reflex (SLR) digital camera bodies. The new FL100 Flash is the ideal accessory for the casual digital photographer who is frustrated by the fact that their built-in flash won't go the distance.

The ProMaster FL100 makes getting the shot at the high school basketball game, or catching a child's dance recital easy. It's fully automatic TTL (through-the-lens metering) operation means there are no settings to make – the photographer just attaches the flash unit to a camera body's hot shoe mount and they are ready to shoot. The unit's manual zoom head also allows photographers to set a greater flash angle to get good quality light for indoor family events.

"ProMaster has long been the industry leader providing high quality electronic flash alternatives that offer great value," said ProMaster's Jeff Neal. "The FL100 is the first in our new series of electronic flash units designed to meet and grow with the needs of today's digital photographers."

The new FL100 is available for use with Nikon, Canon, Sony, Pentax, Olympus and Panasonic digital cameras. It 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 \$99.95.

Specifications:

Guide Number at ISO 100: 100 ft. / 30m

Circuitry: Advanced IGBT with microcontroller

Adjustable head positions: 28mm / 35mm / 50mm

Recycle Time: .3 – 10 seconds

Weight: Approx. 4.05 oz. / 115g without batteries

Dimensions: Approx. 2.6 x 3.5 x 2.7 inches (65mm x 90mm x 68mm)

Powered by: 4 AA batteries

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 products backed by a strong warranty and an equally strong commitment to user satisfaction.

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ProMaster products are available the U.S.A. and Canada from knowledgeable photo specialty retailers as well as online from www.promaster.com.

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