



**FOR IMMEDIATE RELEASE**

## **ProMaster Introduces New Professional Memory Cards**

*Compact Flash and Secure Digital memory cards provide the speed and endurance needed by still photographers and videographers*

**Fairfield, CT (February 13, 2012)** – ProMaster introduces today the newest versions of their AWXC/MAX Professional flash memory cards. Made in the U.S.A., ProMaster AWXC/MAX Flash Memory Cards are built to withstand conditions that exceed the durability and performance of standard memory cards. Every MAX card goes through rigorous testing before undergoing a patent pending infusion process that protects the card and its content from extreme temperatures, underwater submersion, humidity, rain, shock, dust, impact, fungus, vibration, rust, and more.

“As video becomes a prominent feature in today’s most popular digital cameras, the need to have ultra high speed cards with high capacities is more important than ever,” said ProMaster’s Jeff Neal. “These new MAX memory cards provide the ideal solution for shooting and safely storing large amounts of video as well as high resolution digital image files.”

ProMaster’s newest cards in the AWXC/MAX Professional series include 1000x/145 MB/s transfer rate Compact Flash cards in 8, 16, 32, 64, and 128GB as well as 600x/90 MB/s transfer rate Secure Digital cards in 16, 32, 64, and 128GB. All AWXC/MAX Professional cards are shipped with a weatherproof storage case and carry the ProMaster Lifetime Warranty offered on all of their memory products.

ProMaster AWXC/MAX Professional memory cards have anticipated retail prices starting at \$79.95 and will be available this spring from specialty photo stores across the U.S. and Canada or online at [www.promaster.com](http://www.promaster.com).

### **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. ProMaster products are available the U.S.A. and Canada from knowledgeable photo specialty retailers as well as online from [www.promaster.com](http://www.promaster.com).

# # #

### **Company Contact:**

Jeff Neal  
VP, Sales & Marketing  
203-336-0183  
[jeffn@promaster.com](mailto:jeffn@promaster.com)

### **Press Release:**

Steve Rosenbaum / Leigh Nofi  
S.I. R. Marketing Communications, Inc.  
631-757-5665  
[sir@sironline.com](mailto:sir@sironline.com) / [leighnofi@sironline.com](mailto:leighnofi@sironline.com)