



FOR IMMEDIATE RELEASE

Tenba Expands Popular Discovery Collection

New Top Load and Messenger bags are lightweight and built for all-day carrying comfort

Elmsford NY – October 3, 2011 – Leading the way in carrying solutions for over 30 years, [Tenba](#) announces another expansion of its popular [Discovery](#) collection of lightweight professional-level camera bags. Tenba has added the new Top Load and Photo/Laptop Messenger bags to further broaden a product line that has been designed with active outdoor photographers in mind. The Discovery Top Load is a clean and simple carrying solution for a single DSLR camera body with a mid-size zoom lens, while the Discovery Messenger fits a larger multi-lens camera system plus a tablet or laptop computer up to 13 inches.

“In search of comfort and convenience, photographers are carrying less equipment now than in previous years,” said Jan Lederman, President of MAC Group. “All-In-One zoom lenses, tablets and ultra-portable laptops are allowing people to significantly decrease the size and weight of the gear that hangs off their shoulders, and the Discovery Top Load and Messenger bags are designed to carry those smaller systems.”

The Discovery Top Load enables photographers to securely carry their bare essentials camera kit – perfect for day trips and quick photo shoots. The bag weighs only 16 ounces, yet it will fit a professional-size DSLR camera body up to the size of a Canon 5D or Nikon D700, plus a zoom lens up to five inches long (e.g. 24-70mm f/2.8), and then still offer room for extra batteries, memory cards and other important items.

For those photographers who need a slightly larger camera system, but still want comfort and less weight, the Discovery Messenger is ideal. The bag fits a DSLR camera body with 2-3 lenses and accessories, plus a tablet or laptop up to 13 inches. In addition, it has all the hallmarks of a great Messenger bag – lots of pockets, body-hugging design, and a removable photo insert so that the bag can be converted for non-photo, general-purpose use.

As with all Discovery bags, the Top Load and Messenger have a waterproof bottom panel for protection when the bag has to be put down on a wet surface, and they include Tenba’s exclusive WeatherWrap™ fast-deploying all-weather cover.

The new Discovery Top Load and Messenger bags are available now at suggested retail prices of \$69.95 to \$109.95 respectively. To find more information about these bags, and to see a full video demonstration of all Tenba products, visit www.tenba.com.

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

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

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