



MORE SPACE, MORE PROTECTION, MORE COMFORT

The Flipside 400 AW Backpack, Designed for a Full Day of Shooting—Rain or Shine

Sebastopol, C.A. – August 1, 2008 - Lowepro, creator of innovative carrying solutions for the imaging world, announces the launch of Flipside 400 AW, a high-performance camera backpack designed with a large capacity, premium security, all-day comfort, plus protection from the elements.



Flipside 400 AW features a unique back-entry compartment that provides easy access to gear when setting up—keeping the harness off the ground and clean—plus extra security when on the move. With access to gear placed in the rear of the backpack, roving hands are discouraged from reaching into the bag. With the padded waistbelt secured, gear is quickly reached by rotating the entire bag to the front, offering hands-free use and providing a stable work platform while changing batteries, memory cards or setting up for the next shot. To protect expensive gear from the elements, the Flipside 400 AW includes Lowepro's patented, built-in All Weather Cover™.

“As consumers continue to add to their imaging portfolio, we understand their desire for protective and comfortable carrying solutions for a larger camera plus multiple accessories,” said Nicole Mummenhoff, Senior Vice President of Worldwide Marketing, Lowepro. “Flipside 400 AW gives them an ideal option for all the gear they may need on an assignment, for travel or during an all-day hike.”

Flipside 400 AW offers expanded capacity with room for a professional DSLR with attached zoom lens and 4-6 additional lenses. Adjustable dividers allow custom organization inside the main compartment. Other features include: a mesh-covered, padded waistbelt, back pad and contoured straps added comfort and wicking away moisture; a hideaway tripod holder to secure a tripod or monopod to backpack; built-in memory card pockets on inside panel; front storage panels and mesh pockets for storing additional gear; attachment loops for SlipLock™ compatible products; and silent zipper pulls.

This newest model follows the success of two smaller-sized companions (Flipside 200 and 300), geared to the amateur who wants the convenience and comfort of a rotating bag. The Flipside 400 AW is ideal for the serious enthusiast or professional photographer who needs peace of mind and a full set of premium features in a sturdy and comfortable camera backpack.

Flipside 400 AW Dimensions:

Interior: 10.6 W x 5.9 D x 16.7 H inches
 27 W x 15 D x 42.5 H centimeters

Exterior: 11.9 W x 10 D x 18.1 H inches
 30.3 W x 25.3 D x 46 H centimeters

Flipside 400 AW Colors:

Black, Pine Green/Black

About Lowepro:

Lowepro founder Greg Lowe established the company's reputation for quality and innovative design in 1967 when he created the world's first internal-frame backpack. More than 40 years later, Lowepro continues to revolutionize the industry with pioneering designs and superior quality with the most extensive line of protective carrying solutions for photographic and electronic equipment, including products for cameras, notebook computers, imaging accessories and portable consumer electronics.

Lowepro products are distributed in more than 100 countries through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships, Lowepro offices are located in the United States, Canada, the United Kingdom, Australia, Switzerland and Germany. For more information about Lowepro or Lowepro products, visit www.lowepro.com.

All trademarks are the property of their respective holders.

###