



LOWEPRO ADDS A TOUCH OF LUXURY

A Decidedly Feminine Camera Clutch/Wallet Geared to the Fashion-Conscious Consumer

Sebastopol, C.A. – August 1, 2008 - Lowepro, creator of innovative carrying solutions for the imaging world, announces the launch of the Luxe, a premium-leather camera clutch designed expressly for the fashion-conscious consumer who wants stylish protection for her ultra-compact digital camera. Recognizing the growing desire to blend fashion and function, Lowepro continues to develop and offer trend-forward and highly useful designs to the consumer electronics market.



“Luxe makes its debut at a great time in the marketplace. Each day we see more and more evidence that women are becoming the primary digital photographers in their families and among their friends,” said Nicole Mummenhoff, Senior Vice President of Worldwide Marketing for Lowepro. “We want to offer our female customer a stylish alternative to carrying a slim camera out to dinner, tucked in a handbag, on vacation, to a wedding—anywhere she goes. She doesn’t need to sacrifice a modern, refined look for protection when she carries Luxe.”

Two carry modes make this newcomer versatile: it can be carried as a mini-clutch or by its detachable wrist strap. Luxe is created with thoughtful details and premium materials. The outer shell is crafted of full-grain leather, ribbed and top-stitched to add a touch of designer handbag detailing. Inside, soft microfiber protects a camera body, lens and LCD from scratches. The main compartment features two pockets to store extra memory cards and the interior flap offers two sleeves for credit cards, hotel keys or identification. A magnetic snap closure adds to the subtle profile and provides easy access.

A slim and chic alternative to ordinary camera cases, Luxe is a refined and protective choice for today’s point-and-shoot camera fashionista.

Luxe Dimensions:

Interior	3.7 W x 1 D x 2.3 H inches
	9.5 W x 2.5 D x 5.7 H centimeters
Exterior	3.9 W x 1.6 D x 2.8 H inches
	10 W x 4 D x 7 H centimeters

Luxe Colors:

Black, Pink, Eggplant, Light Teal

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.

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