



## LOWEPRO EXPANDS ECO-FRIENDLY BACKPACK SERIES

### Lowepro Adds Two Packs to Primus AW Series + Continues Polar Bear Support

**Sebastopol, C.A. – August 1, 2008** - Lowepro, creator of innovative carrying solutions for the imaging world, announces the extension of the Primus AW series of rugged, eco-friendly, dual-compartment camera backpacks. Joining the Primus AW pack are a smaller, yet fully featured Primus Minimus AW and the pro-sized notebook-compatible CompuPrimus AW.



The Primus Minimus AW carries one DSLR with attached medium zoom lens, 1-2 additional lenses, tripod and accessories plus personal gear. The CompuPrimus AW accommodates one pro DSLR with attached lens and 3-5 additional lenses, tripod, accessories and personal gear, plus features a removable notebook sleeve with integrated sunshade that fits most 15.4" notebooks and offers protection from glare.

Primus Minimus AW and CompuPrimus AW feature a dual-compartment design for flexible carrying options. The protective camera compartment offers adjustable dividers to organize a pro or smaller DSLR, camcorder, accessories, or any combination of gear for a custom kit. The upper compartment includes organization pockets and space for additional accessories or personal gear. In addition, an outside "hatch" pocket with compression straps creates ideal storage space for a jacket or hydration system.

A full set of premium features, added to increase the versatility of the packs include: an ergonomic, 8-point harness system with DryFlo™ lining to distribute weight evenly and provide breathable comfort; Lowepro's patented All Weather Cover™ to protect gear from the elements; an adjustable Glide-Lock™ system to attach a tripod or extra accessories; a Hideaway Tripod Mount™ to stabilize a tripod or monopod; a side-access panel to quickly access small DSLRs with attached medium lens quickly without removing pack; built-in memory card pockets and a safety whistle; plus SlipLock™ attachment loops and compression straps.

All bags in the series are constructed of 100% post-consumer, recycled Cyclepet® exterior fabric—using the equivalent of at least 22 PET bottles while conserving landfill, energy and crude and refined oil. Continuing Lowepro's ongoing effort to combat the effects of climate change, a portion of the proceeds from each Primus AW backpack will be donated to Polar Bears International (PBI), a non-profit organization dedicated to the worldwide preservation of the polar bear.

"We are excited to extend the Primus AW series of eco-friendly camera backpacks and continue our support of Polar Bears International," said Nicole Mummenhoff, Senior Vice President of Worldwide Marketing for Lowepro. "This series truly exemplifies our dedication to providing

photographers with the best possible carrying solutions to capture our environment, while helping to preserve that environment for future generations of photographers.”

Rugged, eco-friendly and fully equipped, Lowerpro’s Primus Minimus AW and CompuPrimus AW offer flexible options for the serious enthusiast or professional photographer who takes his or her gear on a outdoor trek, an urban exploration, or a global adventure.

**Primus Minimus AW Dimensions:**

Interior:            10.2 W x 5.7 D x 6.5 H inches  
                          26 W x 14.5 D x 16.5 H centimeters  
Exterior:            11.4 W x 9.3 D x 19.9 H inches  
                          29 W x 23.5 D x 50.5 H centimeters

**CompuPrimus AW Dimensions:**

Interior:            12 W x 16.9 D x 11 H inches  
                          30.5 W x 17.5 D x 28 H centimeters  
Exterior:            14.4 W x 11.5 D x 23.5 H inches  
                          36.5 W x 29.2 D x 59. H centimeter

**Primus Minumus AW and CompuPrimus AW Colors:**

Black, Arctic Blue/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](http://www.lowepro.com).

**About Polar Bears International**

Polar Bears International was founded in 1992 by wildlife photographer Dan Guravich, a Canadian native who was internationally known for his work with polar bears. Dan served as PBI’s first president. He resigned in 1995 for health reasons, but remained active as chairman of the board until his death in 1997. Today, members of the PBI board of directors and advisory council are scattered across the U.S. and Canada. For more information on PBI, visit [www.polarbearsinternational.org](http://www.polarbearsinternational.org).

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