



CARRYING CAPACITY EXPANDS IN POPULAR SLING BAG

Lowepro Adds Notebook-Compatibility to Largest Model in SlingShot AW Series

Sebastopol, C.A. – August 1, 2008 - Lowepro, creator of innovative carrying solutions for the imaging world, announces the launch of SlingShot 350 AW, featuring larger carrying capacity plus a protective space for a widescreen notebook.



The latest addition to the popular sling-style camera backpack series, SlingShot 350 AW is poised to follow the success of its smaller-sized companion models (SlingShot 100 AW, 200 AW and 300 AW) with its unique “carry mode” to “ready mode” design. The ergonomic sling strap evenly adjusts weight and rotates from back to front—making it easy for enthusiasts or professionals to work out of the bag and quickly capture the shot.

The SlingShot 350 AW features a main compartment that comfortably fits a professional DSLR with a 70-200 f/2.8 lens attached plus 5-6 extra lenses or accessories—fully customizable with the adjustable padded dividers.

“We’ve heard from our customers that they appreciate having a camera bag that accommodates their pro-sized gear as well as their notebooks,” said Nicole Mummenhoff, Senior Vice President of Worldwide Marketing, Lowepro. “The SlingShot 350 AW delivers this multi-use function with a comfortable, fluid design appealing to the photographer on the go.”

A full set of premium features includes a padded notebook compartment sized to fit up to a 15.4” widescreen notebook; a fully adjustable, padded waistbelt to maintain the bag’s comfortable fit; built-in microfiber cloth to protect LCD screen; Hypalon® SlipLock™ attachment loops for adding accessories; and Lowepro’s patented All Weather Cover™ to protect gear from the elements.

The SlingShot 350 AW camera backpack is an ideal, large-capacity solution for the outdoor photographer or enthusiast who wants fast access, all-day comfort, plus room for lots of gear and a notebook

SlingShot 350 AW Dimensions:

Interior: 11.8 W x 6.5 D x 11.8 H inches
 30 W x 16.5 D x 30 H centimeters

Exterior: 13 W x 10.8 D x 17.3 H inches
 33 W x 27.5 D x 44 H centimeters

SlingShot 350 AW Color:

Black/Gray

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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