



ECO-CHIC BAG FOR THE DIGITAL AGE

Lowepro Launches its Greenest Series of Eco-Friendly, Fashionable Bags

Sebastopol, C.A. – August 1, 2008 - Lowepro, creator of innovative carrying solutions for the imaging world, announces the launch of Terraclime multi-purpose digital bags. More than 95% of Terraclime's materials are recycled, making it Lowepro's greenest series to date.

Addressing the concerns of eco-conscious, fashion-savvy consumers, Terraclime provides



durable, soft-sided protection for a variety of cameras and digital gear—from pouches that hold ultra-compact point-and-shoot models, lenses, GPS units, iPods® and smartphones, to the largest shoulder bag model that carries a DSLR with attached lens.

All bags in the series are constructed of 100% post-consumer, recycled Cyclepet® exterior fabric, using the equivalent of 2½ bottles in the smallest model to 22 bottles in the largest while conserving landfill, energy and crude and refined oil. The spacer mesh, providing a lean yet sturdy layer of protection, is 60% recycled PET. Terraclime's hardware (including hook closures and zippers) is comprised of plastic regrind, recycled and repurposed industrial trimmings saved from the factory floor.

Adding to the eco-friendly construction is a targeted cause: a portion of the proceeds of each Terraclime will go directly to Polar Bears International (PBI) to support their efforts to save polar bear habitats from the impact of climate change.

"The Terraclime is a continuation of our efforts to preserve the environment while delivering solutions to consumers who need protection for their cameras and digital gear," said Nicole Mummenhoff, Senior Vice President of Worldwide Marketing, Lowepro. We're confident that this series will be an exciting and versatile addition to our growing family of 'green' products," she added.

Terraclime is available in four models—the 10, 30 and 50 pouches, and the 100 shoulder bag. Each features a single compartment with additional pockets for memory cards, personal items or accessories. The 100 model includes zippered interior pocket and a removable Cyclepet® wrap that envelops a camera and provides an additional layer of protection. All models come with adjustable shoulder straps and can be worn over the shoulder or across the body (10, 30 and 50 include belt loops and removable straps).

Designed for the photographer or digital accessory user who wants carrying solutions to be practical, fashionable and thoughtful inside and out, the Terraclime series delivers with style and substance.

Terraclime 10 Dimensions:

Interior: 3.7 W x 1.6 D x 3.1 H inches
9.5 W x 4 D x 8 H centimeters
Exterior: 3.9 W x 1.7 D x 3.3 H inches
10 W x 4.2 D x 8.5 H centimeters

Terraclime 30 Dimensions:

Interior: 4.7 W x 1.7 D x 3.9 H inches
12 x 4.2 x 10 centimeters
Exterior: 4.9 W x 1.8 D x 4.1 H inches
12.5 W x 4.5 D x 10.5 H centimeters

Terraclime 50 Dimensions:

Interior: 5.5 W x 2.6 D x 4.7 H inches
14 W x 6.5 D x 12 H centimeters
Exterior: 5.7 W x 2.8 D x 5.1 H inches
14.5 W x 7 D x 13 H centimeters

Terraclime 100 Dimensions:

Interior: 10.4 W x 4.7 D x 6.7 H inches
26.5 W x 12 D x 17 H centimeters
Exterior: 10.8 W x 5.1 D x 7.1 H inches
27.5 W x 13 D x 18 H centimeters

Terraclime Series Colors:

Black, Plum, Grass

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.

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

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