



## Rezo Color Pouches

### **LOWEPRO ADDS COLOR TO REZO LINE OF CAMERA POUCHES FOR DIGITAL POINT & SHOOT CAMERAS**

#### **New Colors Add Individual Styling to Sophisticated and Lightweight Design**

*Sebastopol, CA -- February 26, 2006 --* LowePro, a leading manufacturer of protective cases and backpacks for cameras, notebook computers and other consumer electronics, is introducing new colors for the Rezo series of camera pouches for today's compact and ultra compact point-and-shoot digital cameras. Compact, sophisticated and lightweight, the Rezo camera pouches, with their bright new colors, allow users to express their own sense of personal style without compromising protection. The new colors of pouches include the Rezo 10, 15, 20, 30 and 40 and are available in five colors including Leaf Green, Burnt Orange, Slate Gray, Red and Black.

"Consumers no longer need to sacrifice the quality and protection for their cameras in exchange for fashionable-looking camera pouches," said Suzanne Caballero, Marketing Communications Manager for LowePro. "Our new Rezo pouches provide a stylish and very fashionable look while maintaining the design and construction qualities that have made LowePro a favorite for more than 35 years. The stretch material and lightweight construction means the pouch will safely protect the camera without adding any additional bulk or weight," Ms. Caballero added.

In addition to its bright new look, the Rezo pouches offer the highest level of camera protection in its class, beginning with its soft-brushed tricot lined interior which protects the camera's LCD and lens from nicks and scratches. Further protection is created by using a special, stretchable gusset material which hugs the camera, keeping it snug and secure yet easy to remove when needed. LowePro's exclusive SlipLock(TM) attachment tab (with Security Snap) allows the flexibility to securely attach the pouch to a belt or side of a purse.

The new Rezo camera pouches will be available beginning in February.

LowePro founder Greg Lowe established the company's reputation for quality and innovative design in 1972 when he introduced the world's first foam-padded, soft-sided camera bag. More than 30 years later, LowePro is continuing to revolutionize the industry with pioneering design and superior quality with the most extensive line of protective carrying solutions for photographic and electronic equipment including products for cameras, camcorders, notebook computers, imaging accessories and portable consumer electronics.

LowePro products are distributed in more than 90 countries around the globe through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. LowePro Corporate Offices are located in the United States, Canada, the United Kingdom and Germany. For more information about LowePro or LowePro products, visit [www.lowePro.com](http://www.lowePro.com).