



FOR IMMEDIATE RELEASE

Tenba Launches New Discovery Collection

New Shoulder Bag and Photo/Hydration Daypack are ideal for photographers who like to hike, bike or climb with their gear

Elmsford NY – May 24, 2011 – Leading the way in carrying solutions for over 30 years, [Tenba](#) announces the new [Discovery](#) collection of incredibly lightweight bags for photographers with an active outdoor lifestyle. This new collection includes an adventure-friendly Photo/Hydration Daypack that's compatible with a hydration reservoir, and a camera Shoulder Bag that provides quick access to a large camera system. The Discovery collection features water-repellant fabrics, heavy-duty hardware and professional-level protection and construction that meet Tenba's "Crafted Without Compromise" standard. Both bags are available in black/gray and sage/khaki color combinations.

"These two new Discovery camera bags are the lightest weight professional-level bags that Tenba has ever created," said Jan Lederman, President of MAC Group. "These bags are built to satisfy the needs of and impress photographers that lead an adventurous lifestyle."

The Photo/Hydration Daypack weighs only 2.4 pounds and features a hydration-ready rear compartment that fits a reservoir up to 72 ounces. This rear pocket can also be used for a slim tablet or laptop up to 11 inches. A pop-out, padded camera insert fits any size DSLR with 4-6 lenses and accessories, and the insert can be removed to convert the bag for non-photo use.

Weighing less than 2 pounds, the Shoulder Bag provides quick access to 1-2 DSLR bodies and 5-7 lenses, plus flash and accessories. An overlapping top zipper closure protects against the elements, and padded side cargo pockets have cutaway openings for easy retrieval of equipment.

Both bags have waterproof bottom panels for protection when the bag has to be put down on a wet surface, and they include Tenba's exclusive WeatherWrap™ fast-deploying all-weather cover.

The new Discovery bags are available now at suggested retail prices from \$119.95 to \$129.95 for the Shoulder Bag and Daypack respectively. To find more information about Discovery collection, and to see a full video demonstration of all Tenba products, visit www.tenba.com.

About Tenba

Tenba provides innovative carrying case solutions to passionate and professional photographers, and their full equipment arsenal. Tenba introduced the world to soft-sided, professional camera bags in 1977, and has been an innovation and quality leader in the decades since. With so many years of experience in bag development and construction, along with a unique level of closeness and – literally – daily connection to the professional imaging community, Tenba is truly dialed-in to both the real-world needs of its customers and the latest in design trends, materials and manufacturing. With its own, U.S.-based, dedicated "bag lab" product development center and

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manufacturing facilities, both domestic and abroad, Tenba's resources and capabilities allow the company to create unique and exceptional carrying and transport solutions for serious shooters.

Tenba products are designed and marketed exclusively by MAC Group (www.MACGroupUS.com) in the USA, and sold by distributors around the world.

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