



FOR IMMEDIATE RELEASE

Benro Introduces Colorful New MeFoto Travel Tripod Kits

Part of the ever growing Benro family, the MeFoto Travel Tripod Kits feature an exceptional combination of materials, construction and features - plus a choice of modern metallic colors

North White Plains, NY – May 1, 2012 – [Benro](#), manufacturer of tripods, monopods and heads designed for today’s demanding professional photographer and filmmakers, announces the eye-catching and very portable new [MeFoto “Metallic Collection” Travel Tripod Kits](#). Now photographers can get a reliable camera support for sharp photos and videos while expressing their individual style when choosing from a selection of brilliant Red, Green, Blue, Gold and Titanium Metallic colors.

“These colorful and modern new Travel Tripods are the perfect accessory for photographers with active lifestyles,” said Jan Lederman, President of MAC Group. “Being the perfect size and available in an array of popular colors, the new MeFoto tripod is the ideal companion for today’s generation of compact point-and-shoot digital cameras and compact interchangeable lens digital camera systems.”

Featuring a Reverse Folding Leg system based on the popular Benro Travel Angel kits, the new MeFoto tripods, available in one size with a choice of five colors, are only 12.6" when folded yet 51.2" extended. The MeFoto Travel Tripod weighs 2.6 lbs. and can securely support up to 8.8 lbs.

Aluminum alloy material is utilized extensively in the construction of these tripods to take advantage of cast, forged and CNC machining techniques, all accentuated by an elegant series of robust surface treatments accented with color.

Features include:

- Travel Compact – Reverse Folding Leg system
- Quick Twist Rubber Lock Grips with Anti-Rotating Legs
- Two Position Leg Angles
- Top-Mount Rapid Center Column
- Recessed Center-Column Hook
- Precision Matched Dual Action Q Series Ballhead with Arca-Swiss Style QR Mount and QR Plate
- Separate Head and Pan Lock
- 360-degree Pan Index
- Integral Bubble Level

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- Compact Carry Case with Shoulder Strap

Suggested retail price for the new MeFoto Travel Tripod Kit is \$139. For more information visit www.BenroUSA.com

About Benro

Originally founded in 1996 as a cooperative tripod manufacturer, Benro developed and began marketing its own brand name - Benro Professional Tripods and Heads - in 2002. Since that time Benro Precision Photography Industry Co. Ltd. has received numerous accolades and praise for product and design features.

Benro continuously strives to develop lighter and stronger award-winning products to meet the needs of the most demanding professional photographers. By gathering input from photographers worldwide, Benro has been able to engineer photographic products designed for use by working professionals.

Benro's™ mission statement is simple: our products are designed and built to provide value and performance for any photographer and to meet or exceed the needs and demands of professional photographers worldwide. To see the complete selection of Benro products, visit www.BenroUSA.com.

Benro products are exclusively distributed by MAC Group (www.MACgroupUS.com) in the USA.

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