



**FOR IMMEDIATE RELEASE**

## **Benro Introduces Complete New Line of Tripods, Monopods and Heads at PhotoPlus Expo 2010**

*Launches aggressive product lineup for 2011*

**Elmsford, NY – October 28, 2010** – Benro, manufacturer of tripods, monopods and versatile heads designed for today's demanding professional photographer, announces today the next generation of Benro support gear. All new for 2011, the complete Benro line of Tripods, Monopods and Heads has been updated with a fresh look, an enhanced smooth double protective finish, and in many models an improved leg locking system and even better dust resistant technology.

There are also some great additions to the line:

- New Carbon Fiber and Aluminum Monopods featuring unique Swivel Pod Feet.
- Transfunctional capability – allowing for the quick conversion from tripod to monopod – has been added to the popular Travel Angel line.
- Totally unique new Travel Flat (flat folding) tripods!

“Our complete new line of products for 2011 utilize high-end materials and feature innovative new designs that are sure to set new standards for all photographers especially those on a budget,” said Jan Lederman, President of MAC Group. “It’s no wonder that Benro tripods have earned a reputation for providing best-in-class performance while also delivering great value.”

### **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

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professional photographers worldwide. To see the complete selection of Benro products, visit [www.BenroUSA.com](http://www.BenroUSA.com).

Benro products are exclusively distributed by MAC Group ([www.MACgroupUS.com](http://www.MACgroupUS.com)) in the USA.

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