



FOR IMMEDIATE RELEASE

Benro Showcases New ‘Travel Flat’ Tripod Series at PhotoPlus Expo 2010

Engineering achievements help create most compact professional tripods ever

Elmsford, NY – October 28, 2010 – World-class tripod manufacturer Benro announces its new ‘Travel Flat’ series of professional tripods at this year’s PhotoPlus Expo 2010. The new Travel Flat tripods utilize the finest Aluminum, Carbon Fiber, Magnesium and Stainless Steel components to deliver strong support with the added convenience of ultra-compact design and rapid deployment, making the Travel Flat series ideal for demanding photographers on the go.

Benro’s Travel Flat tripods feature an innovative, patent pending design that changes the traditional tripod model of triangular profiles, adopting instead a flat unified “spider” or connecting hub, which contributes to its compact size and ultra portability when folded. And, the Travel Flat series incorporates a new dust- and water-resistant structural leg-locking system based on proven Benro technology. Additionally, the new Benro Travel Flat series includes an accessory center column, which adds approximately 8 to 12 inches of extra extension and adjustment.

“The new Travel Flat series of professional tripods are lighter, shorter, more stable, stronger and faster to operate than any other tripods in this class,” said Jan Lederman, President of MAC Group. “We’re confident the Travel Flat tripod series along with our entire next generation of tripods, monopods and camera support gear represents such significant engineering breakthroughs that they will, once again set new standards of value and performance for any photographer.”

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.

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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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SPECIFICATIONS

Model #	Leg Size	Leg Sections	Weight (lb)	Maximum Load (lb)	Folded Height (in)	Maximum Height (in)	Weight w/Center Column (lb)	Maximum Height w/Column Retracted (in)	Maximum Height w/Column Extended (in)	Suggested Retail Price
TRAVEL FLAT TRIPODS – ALUMINUM TWIST LOCK LEGS										
A0180T	0	4	2.0	13.2	17.3	49.6	2.5	53.7	61.4	\$107
A0190T	0	5	2.0	13.2	16.1	52.0	2.5	56.1	63.8	\$110
A1190T	1	5	2.4	17.6	16.3	52.6	3.0	56.7	64.4	\$142
A2190T	2	5	3.1	26.4	16.9	54.3	3.6	58.3	66.1	\$169
TRAVEL FLAT TRIPODS – CARBON FIBER TWIST LOCK LEGS										
C0180T	0	4	1.5	13.2	17.3	49.6	1.8	53.7	61.4	\$286
C0190T	0	5	1.5	13.2	16.1	52.0	1.9	56.1	63.8	\$301
C1190T	1	5	1.8	17.6	16.3	52.6	2.2	56.7	64.4	\$348
C2190T	2	5	2.4	26.4	16.9	54.3	2.9	58.3	66.1	\$406