



FOR IMMEDIATE RELEASE

Tenba Introduces New Roadie II Hybrid

New Roadie II Hybrid converts instantly from rolling case to backpack

North White Plains, NY – April 2, 2012 – Leading the way in carrying solutions for over 30 years, Tenba announces that it has introduced a new [Roadie II Hybrid](#) case. The Hybrid is a protective, rolling photo/laptop case that meets strict international airline carry-on standards, and it includes a fast-deploying backpack harness to comfortably carry a loaded case over rough terrain or up stairs.

When working on location, there are times when wheels are not the best mode of transport, like on sandy beaches, muddy ground or steep trails. Taking that into account, the rear zipper on the Roadie II Hybrid opens to allow padded harness straps to be clipped to D-rings on the side of the case, and in just a few seconds, the case converts from a rolling hard case to a comfortable backpack.

This new case also features a heavy-duty, four-section locking handle that extends to a full, comfortable walking height, easing the strain on a photographer's back and shoulders when wheeling the case through long paved stretches.

"For some location photographers, paved roads and smooth sidewalks are an uncommon luxury," said Jan Lederman, President of MAC Group. "The new Roadie II Hybrid allows photographers to work on uneven, gritty, wet terrain, and still be able to conveniently roll their case through the airport."

Like Tenba's existing Roadie II cases, the Roadie II Hybrid has the look and performance of a distinctive travel case, with a rugged, water-repellant ballistic nylon exterior, genuine YKK zippers, heavy-duty ball bearing wheels, and industrial/military-grade webbing. The finely tailored exterior conceals a padded and protective EVA shell inside, which will fit up to two large professional DSLR camera bodies, 6-8 lenses plus tons of accessories, or an HD video or medium format camera system and a laptop up to 17 inches.

Each case includes a slim 4-pocket media wallet that fits either CF or SD cards as well as a quick-connect collar that holds virtually any size tripod tight to the case for easy transport. The new Roadie II Hybrid (14W x 20H x 8.5D inches) meets the absolute strictest international carry-on standards.

The Roadie II Hybrid is available now at a suggested retail price of \$324.95. To find more information about Roadies, and to see a full video demonstration of all Tenba products, visit www.tenba.com.

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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 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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