



FOR IMMEDIATE RELEASE

Tenba Introduces New Roadie Executive Backpack

Designed to be the ultimate business backpack

North White Plains, NY – May 6, 2013 – Leading the way in carrying solutions for over 30 years, Tenba announces that it has introduced a new bag to their popular Roadie collection. The Roadie Executive Backpack was designed to be the ultimate briefcase backpack for the traveling professional. It features a handsome and distinctive exterior design that matches the rest of the Roadie collection, and is built with three cascading storage sections: first for laptop, iPad and documents; second for tech accessories; and third for core business tools like pens and business cards. The cascading sections nest together when zipped shut, so the bag always maintains a slim profile.

Unique to the Roadie Executive is a dual-pocket computer compartment that will hold both an iPad and a laptop up to 15 inches. The left side of the bag has a stretchy mesh pocket for a beverage or other items for quick access. On the right side there is one of Tenba's signature zippered side pockets that can be accessed even while wearing both sides of the harness, and it fits a wallet and passport for easy retrieval.

“From photographers and filmmakers to our own marketing and sales representatives, we work with many people who spend a large amount of their life traveling,” said Jan Lederman, President of MAC Group. “The new Roadie Executive Backpack was built for the person who occasionally spends days on the road, and the only bag they will have with them most days is their briefcase backpack. You need space for everything, pockets to be organized, and it all needs to fit under the seat of an airplane.”

The exterior of the new Roadie Executive Backpack is made from water-repellant 1680 denier black ballistic nylon, and includes matte black YKK zippers with molded zipper pulls. There is a padded and ventilated shoulder harness at the rear, along with a built-in trolley strap to slide over the extending handle of rolling luggage, and a padded, reinforced handle at the top that is comfortable to carry even when the bag is fully loaded. The interior is made with ripstop nylon, with zippered window mesh pockets to carry loose items, and neoprene pockets for gadgets and larger accessories. Finally, the bag includes the same abrasion and water-resistant tarpaulin bottom panel that is used on other Tenba Roadie, Messenger and Discovery bags.

The slim design of this bag allows it to slide effortlessly beneath the seat on any airplane, and its quick access side pockets put a beverage (on the left) and your passport (in the right pocket) within easy reach.

The Roadie Executive Backpack is available immediately at a suggested retail price of \$169.95. 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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