



**FOR IMMEDIATE RELEASE**

## **Tenba Expands Popular Messenger Collection with New Bags for iPad Devices and Smaller Camera Systems**

*Stylish urban-inspired bags provide the ultimate carry all and digital device protection for today's on-the-go photographers*

**Elmsford NY – October 28, 2010** – Leading the way in carrying solutions for over 30 years, Tenba announces today that it has expanded its urban-inspired Messenger collection to include a new Mini Photo/Laptop Bag and Small Camera Bag. These new bags incorporate the soft, body-hugging and retro-discreet styling of the company's courier-style messenger bags, but in compact sizes for smaller camera systems.

The Tenba Messenger Mini Photo/Laptop Bag and Small Camera Bag are constructed of military-grade, 1000 denier nylon: the most time-tested, durable, weather-resistant textile in the outdoor industry. Each model offers a variety of pockets and other storage spaces to keep digital camera equipment and accessories organized and protected. Space is thoughtfully and efficiently laid out for cables and card readers, mobile hard drives, chargers and much more.

"The versatile Tenba Messenger collection was designed with the on-the-go photographer in mind," said Jan Lederman, President of MAC Group. "These sleek, lightweight bags are perfect for photographers that travel with their camera equipment, laptop, iPad or other mobile digital devices and tons of accessories. And of utmost importance, these bags let photographers carry all their necessary equipment without being disorganized, bulky or cramping anyone's style."

The Mini Photo/Laptop bag fulfills the hundreds of requests that Tenba has received for a smaller Messenger bag with a padded sleeve for compact digital devices like the Apple® iPad or 13-inch Macbook, or other similarly sized netbooks and laptops. It also features adjustable dividers in the main section to protect a small camera system comprising a DSLR body with 2 to 3 lenses, flash and accessories. The dividers can be removed to turn the Mini Messenger from a camera bag into a traditional courier-style bag for everyday use. The Small Messenger Camera Bag fits a comparably sized camera system – DSLR with 2-3 lenses, flash and accessories – but was designed for photographers who do not want to carry their iPad, laptop or other digital devices.

The new Messenger Mini Photo/Laptop Bag and Small Camera Bag are available now at suggested retail prices of \$84.95 and \$114.95 respectively. Both bags come in black, olive and burnt orange, and the Mini Photo/Laptop Bag is available in four additional colors: blue, chocolate, platinum and plum.

To see a full video demonstration of Tenba products visit: [www.tenbatv.com](http://www.tenbatv.com) or visit [www.tenba.com](http://www.tenba.com) for more information.

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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](http://www.MACGroupUS.com)) in the USA, and sold by distributors around the world.

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