



FOR IMMEDIATE RELEASE

Tenba Launches New Transport Shipping Cases for Apple 27-inch iMac, 21.5-inch iMac and Mac Pro Tower

*New hand-built, custom-fitted Air Case products provide the most secure shipping
protection for valuable computer systems*

Elmsford NY – October 28, 2010 – Leading the way in carrying solutions for over 30 years, Tenba announces today that it has expanded its collection of industry-standard shipping cases to include custom-fitted solutions for Apple's 27-inch iMac, 21.5-inch iMac and Mac Pro Tower. Featuring Tenba's exclusive design and construction, the new cases are hand-built in Tenba's Brooklyn, New York factory the same way that all Transport Air Cases have been for 22 years.

The iMac cases are built with custom-fitted interiors and strategically placed, hand-cut foam inserts to cradle and protect the computers better than their original shipping cartons. Pockets on the interior wall allow storage of a keyboard, mouse, cables and small accessories. The case for the 27-inch iMac also features heavy-duty wheels for simplified transport and convenience.

Incorporating Tenba's renowned Air Case construction, the new cases comprise a multi-layered skeleton of air-channeled plastic panels, high-density foam, and specially molded framing components, with a heavily reinforced ballistic nylon outer shell. This patented design provides the protection of a hard-sided case at a fraction of the weight. Air Cases are strong enough to stand on, even when empty, and are built to meet or exceed ISTA and ATA shipping standards. Each case includes Tenba's exclusive Datapanel—a three-part shipping document window and identity solution, including optional laser engraving.

The Transport Air Case for Mac Pro Tower has a unique "Double Door" design that allows the computer to remain inside the case when in use on location. Zippers on the front and back enable the doors to open up and swing back, allowing access to the optical drives in front and the expansion ports in back. This feature also eliminates the need to lift a heavy computer in and out of its case, which further reduces the chance of damage from the user. And a heavy-duty wheel and handle assembly makes it easy to roll the case to location.

"Tenba sent the Mac Pro Tower case to an independent testing facility — with a new Mac Pro Tower inside — to have it tested to the stringent, industry benchmark ISTA-3 standard, which simulates all of the rough scenarios that a package would typically endure in transit," said Jan Lederman, President of MAC Group. "The case was dropped 9 times, from every possible angle, and then up to 225 lbs. of additional weight was put on top and it was bounced around on a vibration table to simulate riding in a truck over rough roads. Then it was dropped 8 more times. After days of abuse, the Mac Pro Tower was removed and started up perfectly. This is the standard to which every Transport Air Case is made."

The new Tenba Transport Air Cases for the Apple 27-inch iMac, 21.5-inch iMac and Mac Pro Tower are available now at suggested retail prices of \$654.95, \$493.95 and \$729.95 respectively.

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For more information visit www.tenba.com, and to see a video of the Transport Air Case for Mac Pro Tower being tested, visit www.youtube.com/tenbavids . To see a full video demonstration of other Tenba products visit: www.tenbatv.com or visit www.tenba.com.

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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