

29 April 2008

## Lowepro expands its reach with the acquisition of ACME MADE

Market leaders in protective gear for Imaging and technology products align; will design and market cases and backpacks to match any style from Hollywood to the Himalayas

Lowepro, the leading worldwide provider of protective cases and backpacks for imaging and technology products, and Acme Made, a brand specialising in innovative designer business cases, totes, laptop cases and accessories, today announced that they are joining forces. DayMen Photo Marketing LP (DayMen), owner of the Lowepro brand worldwide, is acquiring Acme Made as a complementary brand of protective cases targeted to a more upscale consumer.

“We are extremely excited about adding Acme Made as a sister brand to Lowepro,” said Gilbert Roberts, CEO of DayMen. “This acquisition will enable us to expand the brand portfolio to include premier-level products that are considered the ‘must-have’ bags for design-conscious laptop users.”

Acme Made is credited with helping establish the category of designer laptop cases when it debuted in 2002. The company’s products have a distinctive look, derived from clean, architectural styling, use of designer textiles, and innovative high-tech materials. They create design-forward products supporting their brand positioning of “designed protection”. In addition to its signature line of bags and accessories, Acme Made further aligns with Lowepro in its offering of modern cases for digital cameras, smart phones and Apple iPods. Acme Made products are sold in a variety of channels worldwide, including many of North America, Asia and Europe’s leading retailers. In Australia these include Domayne stores and online business bag specialist, Rushfaster Pty Ltd.

“Lowepro and Acme Made are a perfect match on so many levels,” said Kirk Thornby, owner & co-founder of Acme

Made. “Both companies are concerned with finding new ways in which to carry the sometimes cumbersome, but essential, components of today’s digital lifestyle.

Lowepro is synonymous with the protection and access of digital imaging equipment, and its reputation for high quality and design is unrivalled. Acme Made bags are equally known for their ability to design bags that are ultra-stylish and highly functional. Together, Lowepro and Acme Made will reach a remarkably broad audience of technology users, but will always align on one central goal: the development of innovative and practical products that meet the needs of today’s modern lifestyle.”

John Swainston, Managing Director of Maxwell International Australia, the new distributor of ACME MADE within Australia and New Zealand, also notes “The rapid growth of the laptop bag market now enables Maxwell to offer value-priced bags in shoulder, backpack and sleeve form in the Lowepro brand, and business bags, totes, shoulder bags and sleeves in a premium-positioned exclusive line of designer product from ACME MADE. The new brand will especially enhance our offering to the fashion-conscious segment of this market, the discerning female buyer, who will be looking for these products in prestige retail outlets.”

By combining operations, the companies will also be able to further their long-standing commitment to environmental and conservation initiatives, increasing overall efficiency and dedicating resources to creating new premium product lines with less environmental impact.

DayMen, Lowepro and Acme Made are trademarks of DayMen Photo Marketing LP. Apple i-Pod is a trademark of Apple Computer Inc.

### About Lowepro

Lowepro founder Greg Lowe established the company’s reputation for quality and innovative design in 1967 when he introduced the world’s first foam-padded, soft-sided camera bag. More than 40 years later, Lowepro is continuing to revolutionise the industry with pioneering design and superior quality with the most extensive line of protective carrying solutions for photographic and electronic equipment including products for cameras, camcorders, notebook computers, imaging accessories and portable consumer electronics.

Lowepro products are distributed in more than 100 countries around the globe through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. Lowepro corporate offices are located in the United States, Canada, the United Kingdom, Australia, Switzerland and Germany.

For more information about Lowepro products, visit [www.lowepro.com](http://www.lowepro.com)

### About Acme Made

Acme Made has offices jointly in San Francisco, California and Portland, Oregon, USA. The company specialises in innovative designer business bags, totes, and laptop cases. The company was founded in 2002 by Mark Loncar and Kirk Thornby. Acme Made develops products using imported, European leather and textiles as well as sustainable materials.

For more information about Acme Made, visit [www.acmemade.com](http://www.acmemade.com)

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