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News Release



Design Highlights

- New breed of camera bags, designed for the hardworking photojournalist, inside and out.
- Slim, unobtrusive profile protects and conceals gear with a stylish appeal.
- Contoured shape moves easily with the body and helps navigate a busy street or crowded subway.
- Packed with Lowepro premium features such as: adjustable padded dividers, removable memory card wallet, zippered gusset to expand capacity, built-in microfiber lens cloth, and much more.

Classified AW Series Earns TIPA Award

Lowepro's Classified AW series of DSLR shoulder bags receives the Award for Best Photo Bag of 2009 from Europe's prestigious Technical Image Press Association (TIPA).

(Sebastopol, CA, May 5, 2009) – Lowepro, a product design company that builds protective gear for photography equipment and portable electronics, announced it has received the Best Photo Bag of 2009 Award from the Technical Image Press Association (TIPA).

TIPA is the largest organization of independent European photography and imaging magazines made up of 25 editors from 10 countries. Its annual judging of imaging products is based on innovation, the use of leading-edge technology, design, ergonomics, ease-of-use, and price/performance ratio. Lowepro's Classified AW series was the top-rated bag in a crowded field of competitors.

"We designed the Classified AW series with a full set of workmanlike features, plus a modern, off-hours appeal," said Tim Grimmer, Lowepro product manager. "Classified AW is an inventive solution for the photojournalist who wants style and substance in his or her camera bag. We are honored to have this series recognized by Europe's most seasoned and influential imaging editors," he added.

The Classified AW series launched in September, 2008 and comes in four sizes (140 AW, 160 AW, 200 AW, 250 AW) and two colors (Sepia and Black). The largest model includes a padded pocket to store and protect a notebook.

For more information about the Classified AW series, visit please visit www.lowepro.com.

About Lowepro >

It started with inventive spirit in a small Colorado garage over 40 years ago. Since then, Lowepro's camera bags have been traveling the world, earning the loyalty and admiration of the best photographers, and setting the industry standard for inventive, purpose-built products. Our collections include professional-grade designs for cameras, notebooks, imaging accessories and portable consumer electronics. It is our passion and privilege to provide accessible, comfortable and protective designs for our customers. Lowepro products are available around the globe, for every climate, for every condition. Wherever you go, chances are you'll find us there. To learn more about our inventive spirit, please visit www.lowepro.com.