



## Media Release

FOR IMMEDIATE RELEASE

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# Gentec to distribute innovative Black Rapid camera straps in Canada.

Gentec International has been appointed the exclusive Canadian distributor of the Black Rapid line of camera straps and accessories. Black Rapid is the manufacturer of innovative and creative photography products, including the highly successful R-Strap.

The R-Strap is the most innovative camera strap ever to hit the market. This patent-pending piece of equipment offers unparalleled ease of access to your camera and peace of mind. The R-Strap is worn diagonally across the torso from shoulder to hip and is adjustable to fit most photographers. The pad has a mesh underside for comfort and breathability. The locking FastenR connects the R-Strap to the tripod socket located on either the camera body or the lens. Once connected, the camera hangs upside down, resting securely at your side or in the small of your back, with the lens pointing behind you. With the camera at your hip or behind your back, you can maneuver easily through a crowd, carry a tripod or other gear, or simply have both hands free. When you're ready to take the shot, the camera quickly glides up the strap into shooting position.

Visit [Gentec's YouTube site \(http://www.youtube.com/user/GentecInternational\)](http://www.youtube.com/user/GentecInternational) to watch a product video featuring Black Rapid camera straps.

Black Rapid camera straps and accessories will be in stock at Gentec and available for sale to Canadian retailers beginning July 15th, 2010.

For more information, please contact Andrea De La Cuba, Cohn & Wolfe, at 416-924-5700, ext. 4071, or email [andrea.delacuba@cohnwolfe.ca](mailto:andrea.delacuba@cohnwolfe.ca).

### About Gentec International

Gentec International is Canada's leading consumer accessory products company supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless and mobile audio products to the Canadian retail marketplace. Gentec offers prominent brand names such as Optex, Sigma, Velbon, Gary Fong, Black Rapid, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, Prolink, Smarhome, Klipsch, Mirage, Jamo, Stinger, and Phoenix Gold.

## Gentec International