



Media Release

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Gentec to distribute Gary Fong flash diffusers and imaging accessories



David Bursach, Director of Product Marketing, Imaging Technology Division, is pleased to announce that Gentec International has signed an exclusive Canadian distribution agreement for the Gary Fong line of flash diffusers and imaging accessories.

Gary Fong is the world-famous photographer and inventor of flash diffusers for the professional and prosumer markets. Mr. Fong was selected in "Weddings 2000" as one of the top ten wedding photographers in the world. His photographic images have been used for national ad campaigns by many of the world's leading photographic manufacturers.

In 2002, Mr. Fong ended his 20-year-long photographic career to pursue other interests. As an inventor and entrepreneur, Mr. Fong's new interests included finding a solution to unflattering digital images with direct, harsh camera flash lighting. The result was the "Lightsphere", a specially coloured "dome" that is held in place over a flash unit. Before long, over 500,000 units were sold worldwide, launching a multi-million dollar flash accessory business. Today, the product line includes the Gary Fong® Lightsphere® II, the Lightsphere® Universal, the WhaleTail™, the Origami™, and the Puffer™.

"I am very excited to bring Gentec on as our Canadian distributor," said Mr. Fong. "Having just visited their facility and knowing Gentec's reputation as Canada's premiere distributor of photographic equipment and accessories, it's clear to me we are partnering with the right team of professionals to expand our presence and the availability of our products across Canada. We are looking forward to a great future."

"We're very excited to add Gary Fong's quality products to our line of digital imaging accessories," stated Mr. Bursach. "His innovative products are a perfect complement to our existing product selection and we look forward to taking his current market penetration to the next level."

Gary Fong products will be available from Gentec beginning in June 2009. For more information, please visit www.gentec-intl.com or contact David Bursach at (905) 513-7733 or dbursach@gentec-intl.com.

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, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, Prolink, Smarhome, Chief, Stinger, Peripheral, and Best Kits & Accessories.

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