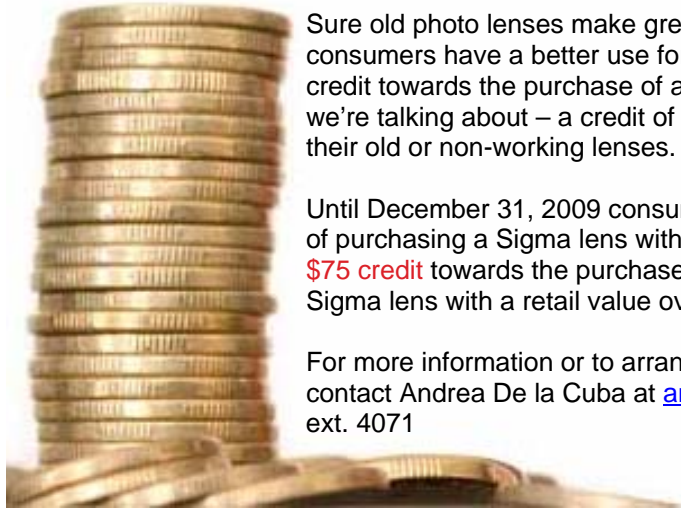


Here's the loot ... now give us your lenses!

You've heard of Cash for Clunkers, now there's **Loot for Lenses**
– your old photo lenses that is!



Sure old photo lenses make great paperweights and dust collectors. But now, consumers have a better use for them. They can trade them in for an instant credit towards the purchase of a new Sigma lens. And it's no chump change we're talking about – a credit of up to \$150 is available for those who bring in their old or non-working lenses. Now, that's a deal!

Until December 31, 2009 consumers can trade in old photo lenses at the time of purchasing a Sigma lens with a retail value of \$299 - \$749 to receive a **\$75 credit** towards the purchase of that lens. Those consumers purchasing a Sigma lens with a retail value over \$750 will receive a **\$150 credit**.

For more information or to arrange an interview with a spokesperson, please contact Andrea De la Cuba at andra.delacuba@cohnwolfe.ca or 416-924-5700 ext. 4071

For complete promotional details and Canadian authorized Sigma dealers listing visit www.gentec-intl.com.
For additional information on Sigma lenses, check out www.gentec-intl.com/default.asp?mode=kws&searcher=Sigma



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