

Lensbaby Expands Executive Team with New General Manager

Ron Khormaei, formerly with Logitech and Hewlett Packard, brings 20 years of broad business experience to Lensbaby

Portland, OR – July 22, 2010 – Lensbaby, the manufacturer of award-winning Creative Effects camera lenses, announces today the appointment of Ron Khormaei as General Manager, a role in which he will serve as the leader of its executive staff. Khormaei brings 20 years of broad management experience in Engineering, Operations, and Quality to Lensbaby, and joins the recent executive additions, Director of Marketing Heather Stewart and Senior Vice President of Sales Greg Sharp.

As General Manager of Lensbaby, Khormaei is charged with leading the executive staff in setting business strategy, driving new product development, delivering profitable business growth, and ensuring customer happiness.

“We are thrilled to welcome Ron to the most senior leadership position on Lensbaby’s executive team,” said Sam Pardue, CEO and co-founder of Lensbaby. “With his successful management track record and proven strategic strength, he brings an invaluable perspective at a pivotal time for the company.”

“Lensbaby’s success has been based on a creative team focused on delivering great customer experiences,” continued Pardue. “Ron is the ideal person to lead Lensbaby as we develop products of greater complexity that we hope will delight photographers around the world.”

Prior to joining the Lensbaby team, Khormaei held the Director of Engineering position, managing the Electrical team at Logitech’s Audio Business in Vancouver, WA. For 13 years prior to the position at Logitech, he had held various management positions in R&D, Operations, and Quality at Hewlett Packard. The last five years at HP, Khormaei was the Director of Engineering at HP’s specialty printer division in San Diego, CA where he led a global engineering team of over 100, and drove business growth by over 20% per year. Khormaei started his career in displays at Planar Systems in Beaverton, OR. He has a Ph.D. in Electrical Engineering, holds 6 patents and has published over 25 papers and presentations. He has taught and also served on several university industrial advisory councils, including an ongoing role for Portland State University’s Engineering & Technology Management department.

Khormaei joins a seasoned executive team with recent additions of Heather Stewart, Director of Marketing and Greg Sharp, Senior Vice President of Sales. Stewart came to Lensbaby from Logitech, where she was the Brand Identity Manager and directed the in-house creative team. Prior to that, she was the Marketing Communications Manager for Labtec, a maker of small computer peripherals. Preceding his position of Senior Vice President of Sales at Lensbaby, Sharp’s most recent position was as the Business Unit Manager for Creative Lab’s North American operation. Prior to that he served as Creative Lab’s National Sales Manager for their MP3 product line. Greg Sharp currently manages all of Lensbaby’s North American retail and global distributor accounts.

About Lensbaby

Lensbaby is a Portland, Oregon based manufacturer of award-winning Creative Effects camera lenses including the Composer, Muse, Control Freak. Lensbaby was launched by Craig Strong, a professional

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photographer and the inventor of the patented Lensbaby Creative Effects SLR lens system. Lensbaby sells to photographers all over the world through leading photo retailers, from www.lensbaby.com, or by calling 877-536-7222 / 971-223-5662.

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Above: Ron Khormaei, Lensbaby General Manager

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