

### Max Borges Agency Named Agency of Record for Lensbaby

Miami, FL – May 3, 2010 - Max Borges Agency, the national full-service PR agency with a 100% focus on consumer electronics and personal technology, has been named the agency of record for Lensbaby. Lensbaby is a manufacturer of an award-winning Creative Effects SLR camera lens system, which gives both amateur and professional photographers a new way to express creativity and vision – in camera. Lensbaby is best known for its selective focus look – an image with a tack-sharp sweet spot of focus, surrounded by gradual, beautiful blur – but in recent years has expanded to offer photographers a variety of different creative looks for their photos.

“We are incredibly proud to add Lensbaby to our ever-growing client roster,” said Max Borges. “The use of digital SLR cameras is no longer just for professionals and Lensbaby brings superior products to market for general consumers, while still satisfying the thirst of creative professional photographers. This makes them a perfect fit for our agency.”

Lensbaby has momentous plans to expand their product line in the near future. “We wanted to partner with the Max Borges Agency because of the very energetic, sincere, and contemporary way they will communicate about Lensbaby to the media in the photography and consumer electronics spaces,” said Sam Pardue, Lensbaby Co-Founder CEO. “We look forward to Max Borges’ help explaining our rapidly growing Creative Effects SLR lens system as we enter a new era of product innovation.”

For more information on Max Borges Agency or Lensbaby, contact PR representative Jessica Darrican at [jessica@maxborgesagency.com](mailto:jessica@maxborgesagency.com) or 305-576-1171 x.16. Also, for news on the entire Max Borges Agency client roster and for subscription to our agency RSS feed, visit [www.maxborgesagencyblog.com](http://www.maxborgesagencyblog.com).

### About Lensbaby

Lensbaby is a Portland, Oregon based manufacturer of award-winning Creative Effects SLR camera lenses. Lensbaby was launched in February 2004 by Craig Strong, a professional photographer and the inventor of the patented Lensbaby Creative Effects SLR lens system. Lensbaby sells to photographers all over the world through its website, [www.lensbaby.com](http://www.lensbaby.com), by calling 877-536-7222 / 971-223-5662, at tradeshow, in leading photo retailers and through a growing global network of international distributors.

### About Max Borges agency

Founded in 2002, Max Borges Agency is the nation’s only tech public relations agency with a 100% focus on consumer electronics and personal technology. Representing over 40 of the most innovative brands in the CE industry and generating unparalleled volumes of press coverage, Max Borges Agency has spearheaded the launch of over 500 products utilizing cutting edge strategies and disciplined execution. MBA, official Consumer Electronics Association member, was selected by Inc. Magazine in 2009 as one of the US’s fastest growing companies, chosen as one of Outside Magazine’s and South Florida Business Journal’s Best Places to Work. MBA has strategic alliances with numerous industry affiliates, marketing service providers and international PR consultants. For more information, please visit [www.maxborgesagency.com](http://www.maxborgesagency.com).

For information on our clients, please visit [www.maxborgesagencyblog.com](http://www.maxborgesagencyblog.com).

# LENSBABY®

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Media Contact:

Jessica Darrican  
Max Borges Agency  
o: 305-576-1171 x.16  
m: 305-299-3449  
jessica@maxborgesagency.com  
Check out my Lensbaby Studio, click [Here!](#)

Sam Pardue  
CEO, Co-Founder Lensbaby, LLC  
503-516-5569  
sam@lensbaby.com  
[www.twitter.com/SeeInANewWay](http://www.twitter.com/SeeInANewWay)  
Check out my Lensbaby Studio, click [Here!](#)

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971.223.5662 | 824 SE 16th Avenue, Portland OR 97214 | [lensbaby.com](http://lensbaby.com)