

Lensbaby® Celebrates 6th Birthday at PMA 2010

Photographers at PMA and everywhere can enter to win a Lensbaby Composer, six Lensbaby Optics, and a treasure trove of other photo-related gifts

Portland, OR (February 19, 2010) PMA Booth #1133 – Lensbaby turns six on February 22nd during PMA 2010 and in honor of the occasion, PMA attendees are invited to come by the Lensbaby PMA booth at 1 p.m. that day to help Lensbaby celebrate its birthday. Festivities will include complimentary portrait photo sessions, cupcakes, and the Lensbaby Turns 6 Birthday Giveaway extravaganza.

The Lensbaby Turns 6 Birthday Giveaway will feature multiple opportunities for each entrant to win a multitude of fun photo gifts. Winners will be chosen and announced by mid-March. The grand prize will include a Lensbaby Composer® and all six Lensbaby Optics (one for each year of Lensbaby's life). Additional winners will receive gifts generously provided by Lensbaby's friends in the industry including Bay Photo, Digital Photo Academy, Focal Press, Hoodman, Joby, Kubota Image Tools, Lenspen, Nasty Clamps, Plywerk, RadioPopper, SmugMug, Tamrac, Trek-Tech, and others. Lensbaby fans can get an opportunity to win one of the gifts for taking each of the following actions*:

- Retweet the company's birthday announcement tweet <http://twitter.com/SeeInANewWay>
- Become a follower of SeeInANewWay on Twitter <http://twitter.com/SeeInANewWay>
- Become a fan of the Lensbaby Facebook page <http://www.facebook.com/SeeInANewWay>
- Become a Flickr contact of See In A New Way <http://www.flickr.com/photos/SeeInANewWay/>
- Join the Lensbaby Studio Forum (<http://www.lensbaby.com/forum/>),
- Sign up for the Lensbaby newsletter (<http://www.lensbaby.com/newsletter.php>), or
- Visit the Lensbaby booth #1133 at PMA 2010 in Anaheim, CA, February 21-23, 2010 and get a portrait photo taken by Craig Strong, Lensbaby's creator.

Each action will automatically enter the photographer in the Lensbaby Turns 6 Birthday Giveaway and earn an additional "raffle ticket" that will provide another chance to win. People can use any or all of these various platforms to enter through March 5. If participants enter using all platforms they will have seven chances to receive one of the many gifts. Winners will be announced in mid-March.

For a list of the gifts and for further details participants should visit: <http://www.Lensbaby.com/birthday>.

Visitors to the Lensbaby booth at PMA can get their portrait taken with one of the newest Lensbaby optics (Fisheye or Soft Focus) by Craig Strong, Lensbaby's inventor and Co-Founder. Craig will be taking portraits throughout the show and printing them instantly at the booth. High resolution photos will be available later to download.

"All of us at Lensbaby cannot believe it's been six years since we launched the Original Lensbaby," said Craig Strong, Lensbaby President and Co-Founder. "The Lensbaby product

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line has come so far since then and with our birthday timed perfectly with PMA 2010 we thought it was cause to celebrate.”

**Please note – only one entry per platform will be counted*

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, by calling 877-536-7222 / 971-223-5662, at tradeshow, in leading photo retailers and through a growing global network of international distributors.

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