

FOR IMMEDIATE RELEASE

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**PROMASTER INTRODUCES ULTRAFast
XtraPower Express NiMH Charger.**

Consumers have been asking for an ultra fast NiMH AA/AAA charger.

Photo Marketing Association International Trade Show
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Booth number: 5593

Orlando, FL (February 2005) Photographic Research Organization, Inc. (PRO) introduced today the new **PROMASTER XtraPower Express Charger**, the first ultra fast NiMH charger designed to charge NiMH AA/AAA batteries in 20 minutes or less.

With more than 90% of the consumer battery market using NiMH technology, the new **PROMASTER XtraPower Express Charger** delivers on multiple levels:

Xtra Fast. Up until now, competitive brands promised a fast AA/AAA battery charge by either using non-standard IC-3 technology that requires the purchase of special cells or only charging standard NiMH batteries to 80% of capacity. The **PROMASTER XtraPower Express Charger** satisfies the power demands of today's technology driven consumer by charging standard NiMH AA/AAA cells to full capacity in 20 minutes or less.

Xtra Cool. Most fast chargers generate very high temperatures that cause the batteries to deteriorate, reducing the number of times the battery can be charged. The **PROMASTER XtraPower Express Charger** uses a special charging circuit and dual cooling fans to charge at a lower temperature, extending the battery life and allowing for more charging cycles.

Xtra Smart. Unlike many chargers that require batteries to be charged in pairs or four at one time, the **PROMASTER XtraPower Express Charger** automatically recognizes the capacity of each battery, tests the integrity of each cell and charges 1, 2, 3 OR four cells individually until maximum capacity is reached.

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Xtra Power. Most fast chargers claim batteries are ready when they've been charged to 80% of capacity. The **PROMASTER XtraPower Express** charges batteries to 95% of capacity before reverting to the trickle charge mode, resulting in the delivery of 20% more power with every charge.

The PROMASTER XtraPower Express is packaged with four high capacity 2400mah AA NiMH batteries and is available from PROMASTER dealers nationwide.

About Photographic Research Organization (PRO)

Photographic Research Organization, Inc. (PRO), a national retail cooperative founded in 1958, is owned and managed by some of America's most innovative independent specialty photo retailers. Known as "imaging experts" in the local markets they serve, member stores offer a full line of traditional and digital photographic cameras, lenses and related equipment and accessories. Additionally, PRO member stores offer on-site film processing and digital imaging services as well as a complete range of supplies designed to enhance the picture-taking experience.

Market driven and quality conscious, PRO creates and distributes premium quality lenses, digital camera memory, batteries, accessories and filters, as well as digital and conventional electronic flashes, through member retail stores under the company's signature PROMASTER brand.

For more information on PROMASTER products and dealer locations visit www.promaster.com.

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