

FOR IMMEDIATE RELEASE

Company and Technical Contact:
Jeff Neal
VP, Sales & Marketing
203-336-0183
jeffn@promaster.com

Press Release:
Lynn Scannell
Scannell Advertising & Public Relations
785-266-0122
lscannell@cox.net

**PROMASTER INTRODUCES UNIVERSAL
XTRAPOWER VERSACHARGE CHARGER**

Versatile all chemistry charger charges any digital or camcorder battery

Photo Marketing Association International Trade Show
February 20-23, 2005
Booth number: 5593

Orlando, FL (February 2005) Photographic Research Organization, Inc. (PRO) introduced today the new **PROMASTER XtraPower VersaCharge** and **VersaCharge Custom Battery Plate Packs**, which together provide an intelligent solution to consumer's battery charging needs.

The **versatility** of the **PROMASTER XtraPower VersaCharge** is **unique to the marketplace**. This state-of-the-art charger is designed to charge virtually any digital or camcorder battery. Most 6-volt batteries can be charged directly on the base station. Others can be charged by using an optional custom charging plate. Custom charging plates are included in **VersaCharge Custom Battery Plate Packs** that are offered for all major brands including Sony, Canon, Nikon, Casio, Fuji, Kodak, Pentax, Olympus, KonicaMinolta, Sharp, JVC, Panasonic and others.

The **PROMASTER XtraPower VersaCharge** offers these key features:

- **Flexibility to charge anywhere** from AC current or through a DC auto power outlet
- **Intelligent microprocessor universal circuitry** that automatically senses battery voltage and chemistry type
- **Reconditioning circuit** to eliminate the memory effect when charging NiCAD batteries
- **Constant current and voltage charge modes** for Li-Ion and SLA batteries

The **PROMASTER XtraPower VersaCharge** is now available through PRO member specialty photo retail stores across the country. For a complete listing of retail locations, visit www.promaster.com

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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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