

FOR IMMEDIATE RELEASE

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**PROMASTER INTRODUCES
XTRAPOWER TRAVELER CHARGER**

A perfect, go-anywhere companion for today's digital camera and camcorder user

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 TRAVELER**, a lithium ion world charger designed for use with digital camera and camcorder batteries.

Lightweight, compact and portable, the **PROMASTER XtraPower Traveler** includes features important to today's on-the-go consumer:

- **Compact plug and charge design** requires no wires or A/C adapters
- **Quick-charge circuitry** charges most batteries in two hours or less
- **Automatic switching power supply** for worldwide use

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

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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