



Media Release

FOR IMMEDIATE RELEASE

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LENSPEN®

Gentec announces exclusive distribution with Parkside Optical Inc. for their high quality LensPen products.

Joel Seigel, President and CEO of Gentec International, is pleased to announce an exclusive agreement with Parkside Optical Inc. for the distribution of their LensPen products in the Canadian marketplace.

LensPen is the world leader in designing and bringing to market premium products that remove fingerprints and dust particles from optical and display screen surfaces. LensPen products make use of a unique patented carbon cleaning compound to achieve its extraordinary cleaning result. LensPen has been the leader in high quality optical cleaning solutions for the photography market for decades, and now also includes new products for cleaning smartphones, tablets/laptops, and imaging sensors.

“We are pleased to appoint Gentec International to act as the exclusive distributor for photo and IT products in the Canadian market,” stated Murray Keating, President and CEO of Parkside Optical Inc. “Gentec has for many years been recognized as the largest distributor of photo accessories in Canada, and now has established itself firmly in the tablet and smartphone accessories markets, as well. We look forward to working with Gentec and expanding the market in Canada for our unique cleaning products.”

LensPen cleaning products are available for photographic optics, image sensors, LCD screens, and mobile phones. The suggested retail prices for LensPen products start at \$12.95. To view a product information video and learn more about LensPen products, visit www.gentec-intl.com.

For more information, please contact Samantha Eng, Cohn & Wolfe, at 416-924-5700, extension 4031, or email samantha.eng@cohnwolfe.ca.

About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company, supplying Imaging, Home Theatre, Personal Electronics, Sports Optics, Wireless Telecom, and Mobile Electronics products to the Canadian retail marketplace. Gentec offers a variety of prominent brands, including Optex, Sigma, SanDisk, Manfrotto, Gitzo, National Geographic, Kata, Avenger, Lastolite, Roots, Gary Fong, Black Rapid, iQ, Sunpak, Energizer, Energy, Planet Wireless, Ideal Case, White Diamonds, Ultralink, Electrohome, Bell'O, Klipsch, Mirage, Jamo, Bushnell, Zeiss, Alpine, Metra, and Stinger. Gentec operates out of a high-cube, state-of-the-art, fully computerized 100,000-square-foot warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers the needs of its retailers coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none. **Learn more – visit www.gentec-intl.com.**

Gentec International

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About Parkside Optical Inc.

Since 1992 Parkside has been involved in the design, production and marketing of products to clean fingerprints on high-quality optical and screen products including cameras, filters, binoculars, scopes, computers, digital picture frames, and most recently iPads, tablet computers, iPhones and Android Phones. For more information, visit www.lenspen.com

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