



AMERICA INC.



PRESS RELEASE

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TOCAD EXCLUSIVE US DISTRIBUTOR OF LENS PEN[®] PRODUCTS TO THE PHOTOGRAPHIC MARKET

Rockaway, New Jersey – Parkside Optical Inc. has appointed ToCAD America Inc. as its exclusive distributor of LensPen[®] photographic products in the United States and Puerto Rico, effective July 15, 2010. LensPen offers a wide range of products to keep lenses, eyepieces and DSLR sensors clean and dust-free.

“ToCAD America is extremely excited with the opportunity to work with LensPen and in assuming the responsibility as their exclusive distributor to the photographic channel in the United States and Puerto Rico. We have a long history in distribution and marketing in the United States and look forward to expanding LensPen’s sales with our dealers.” said Richard Darrow, President ToCAD America.

“At LensPen we are extremely pleased with this new association and look forward to improving the distribution of our product line of cleaning products to the photographic channel in the USA,” said William Baird, Executive Vice President of Sales for LensPen (Parkside Optical Inc.). “ToCAD has a superior grasp of the photo channel and with their 22 years of experience in the market place - we are confident that they are up to the challenges and opportunities and will provide the results that we are looking for.”

LensPen offers a wide range of products to keep lenses, eyepieces and DSLR sensors clean and dust-free. The LensPen Original features a retractable natural goat-hair brush for removing dust and potentially abrasive particles. For fingerprints or other soil marks, the patented carbon-embedded chamois tip provides safe removal.

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The LensPen's SensorKlear Loupe® Kit includes everything needed to professionally clean dust and dirt from Digital SLR sensors. Only the SensorKlear Loupe and SensorKlear II pen combination allows you to see and clean a DSLR sensor at the same time – a quantum leap forward in the world of DSLR sensor cleaning.

In fact NASA has just purchased a substantial number of the SensorKlear Loupe Kits for use on both the Space Shuttle and the Space Station to ensure the quality of photographs taken on both important vehicles and thus proving the value of this technology.

ToCAD America is a known and well established company with a strong history in the world of battery technology, photo specialty markets and product design and development. In addition, ToCAD America has the reputation as an industry leader in the field of photo specialty markets nationally with established partnerships with key accounts. The new partnership between LensPen and ToCAD America provides them with instant markets and opportunities as well as total commitment to providing their products at competitive pricing, superior customer service and on-time delivery.

ToCAD will be responsible for providing distribution of LensPen consumer products including the newly released SensorKlean system for digital single lens reflex cameras. ToCAD's nationwide access to key market accounts including photo specialty, electronics and mass markets makes them the perfect partner.

ToCAD America has developed through the years from a single line company into a multi-brand conglomerate with three inter connected, yet very diverse product lines. Sunpak has grown into one of the largest sellers of tripods. Their other products include digital photo frames, digital projectors, filters, accessory lenses, batteries, chargers and accessories. Hakuba has a deep commitment in providing photo products such as tripods, camera cases, media storage, light boxes, filters and lens hoods as well as other accessories for any photographer's needs. In addition, ToCAD is the official Master Distributor for Sanyo eneloop rechargeable, photo lithium and alkaline batteries through photo specialty and other distribution channels.

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ToCAD America Inc., a subsidiary of Japan's ToCAD Energy Co. Ltd., is the USA distributor for Sunpak digital flash units, digital photo frames, digital projectors, professional studio mono lights, flat panels and continuous light panels, tripods, filters, batteries, USB solar and conventional battery chargers, conversion lenses, adapters and camera accessories. They also market and distribute Hakuba tripods, cases, bags, and camera accessories and Sanyo eneloop, photo lithium and alkaline batteries nationwide through photo and video specialty dealers, catalogs and national chains. In addition to photographic products, ToCAD is a world-class leader in the manufacture of rechargeable Nickel Cadmium, Nickel Metal Hydride and Lithium Ion batteries for digital cameras, medical, military and custom applications.

For more information on ToCAD America Inc. please go to lenspen.com.

LensPen (Parkside Optical Inc), located in Vancouver, British Columbia, Canada is the originator of the LensPen product line using a patented cleaning material and replenishing system. Offering close to 40 products for the photo, video, optical, digital and viewing industries, LensPen products represent cutting edge technology that make cleaning the most delicate optical devices effective, efficient and safe.

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