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**SINAR BRON IMAGING ANNOUNCES
THE CARL KOCH PHOTOGRAPHY SCHOLARSHIP
The \$5,000 Award Honors Carl Koch, Sinar's Founder
and Inventor of the Sinar System**

EDISON, NJ, March 15, 2007 — Sinar Bron Imaging, the exclusive US distributor of broncolor, Foba and Sinar professional photographic equipment, today announced a scholarship in honor of Sinar's founder and photography pioneer Carl Koch (1916-2005). The \$5,000 scholarship will be awarded annually to an outstanding student pursuing an undergraduate degree in photography in the United States.

"Carl Koch had two major goals throughout his long career: empowering professional photographers by providing them with the best, most advanced tools and educating emerging pros," said Cathy Strobel, President, Sinar Bron Imaging. "This scholarship is a natural extension of his legacy."

Mr. Koch invented the Sinar view camera (1948) and the universal shutter (1951). He changed professional photography by simplifying camera settings and adding selective exposure metering at the film plane (1968). "Photo Know How," a self-teaching course Mr. Koch authored in addition to a series of textbooks and guidelines for professional photography, became a worldwide standard.

"Highly innovative products and technological breakthroughs from broncolor, Foba and Sinar have always given professional photographers the freedom to be creative and stay ahead of the curve," continued Ms. Strobel. "With this scholarship, we hope to encourage and support the work and creativity of the next generation of professional photographers."

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Sinar Bron Imaging is enlisting the help of photography schools and programs to nominate potential candidates for the scholarship. Deadline for student portfolio submissions (one candidate per school) is May 15, 2007. The Sinar family and representatives of Sinar AG will review the portfolios and select the scholarship recipient who will be announced in September 2007. For more information on the scholarship criteria and submission process visit www.sinarbron.com.

About Sinar Bron Imaging

Sinar Bron Imaging is the exclusive US distributor of Sinar, Broncolor and Foba, the legendary names that represent a 60-year legacy at the forefront of developing the world's highest-quality high-end photographic and lighting equipment. Made in Switzerland, Sinar Bron Imaging's products deliver unsurpassed precision, consistency and image quality, empowering photographers to fully realize their creative ambitions with equipment that lasts a lifetime. For more information, visit www.sinarbron.com.

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