



TOCAD AMERICA INC.
53 Green Pond Road, Rockaway, NJ 07866
973 627-9600 Fax: 973 664-2438

FOR IMMEDIATE RELEASE

Press Contact: Nick Cheremsak
Phone: 973-627-9600, ext. 107
Email: ncheremsak@tocad.com

TOCAD AMERICA CELEBRATES TWENTY TWO YEARS OF INNOVATIVE PRODUCTS

Products and Accessories from Sunpak, Hakuba and Sanyo

PMA 2010, Anaheim, CA - ToCAD America Inc. celebrates twenty two years of bringing their customers some of the industry's most innovative and exciting products and accessories from widely recognized and highly regarded Sunpak, Hakuba and Sanyo brands. "We are so proud of our rich business history of bringing to market great products and accessories that our dealers need and demand," said Richard Darrow, President of ToCAD America Inc. "Our dealers help drive us in our quest for searching out and developing products that their customers are looking for and at a reasonable price." ToCAD America will be displaying all their product lines at PMA 2010, February 21 – February 23 at the Anaheim Convention Center, **Booth 2258**.

ToCAD America has developed though the years from a single brand company to a multi-brand conglomerate with three inner connected, yet very diverse product lines. Sunpak has grown into the number one seller of tripods and flash. Their other products include digital photo frames, digital projectors, tri-monopods, monopods, filters, accessory lenses, batteries and chargers. 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. Sanyo is always breaking new ground with batteries and

chargers. Sanyo's eneloop battery combines all the necessary features of an alkaline battery with the benefits of a rechargeable Ni-MH.

"ToCAD America even in an ever challenging economic year, has found ways to innovate and bring new products to market that fill the demands of its dealer. With the addition of innovative products such as our new line of Sunpak digital projectors, solar USB chargers, tri-monopods and carbon fiber tripods," said Darrow. "This is just the beginning for us and we are very motivated to continue working hard to bring our dealers and customers the same high level of ground-breaking products for years to come."

For additional information on ToCAD America Inc., contact Nick Cheremsak via email at, ncheremsak@tocad.com or 973-627-9600, ext. 107.

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 tocad.com.

###