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**SEALIFE CAMERAS MAKING NEW MARK ON EXTREME
Exhibiting Line at Outdoor Retailer Summer Market Show**

SALT LAKE CITY, Utah (July 29, 2008) – Soaring to new heights and diving to new lows, SeaLife Cameras is taking extreme to a whole new level. SeaLife will be showcasing the most rugged sports camera on the market, the ReefMaster Mini – the world's first truly waterproof, shockproof digital camera – along with the centerpiece of its dive line, the DC800, at the Outdoor Retailer Summer Market show (booth #BR 727).

The ReefMaster Mini is specifically designed for those who love any type of outdoor diversions from the serene to the extreme. This 6-megapixel camera utilizes the latest technology for capturing fast action under varying elements. Guaranteed waterproof to a depth of 130 feet/40 meters and shockproof to 6ft/2m, the ReefMaster mini is compact and light enough to fit in your pocket. Its durable, fully rubberized exterior, for sure-grip handling allows users to take impressive photographs under the harshest outdoor conditions.

Recently flown on mission PBH-6 (Project Blue Horizon flight #6) by Lockheed Martin and Cornell University graduate students, the camera performed successfully from launch (1000 feet above sea level) to burst altitude (104,000 feet above sea level). Images were captured once per minute during the four hour mission in the unit's 'spy' mode setting. After the mission, the camera was recovered from a lake and still was working in perfect condition.

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As demonstrated on YouTube (<http://www.youtube.com/watch?v=yqVHUX41Yzw>), the ReefMaster Mini will be 'road tested' - running the camera over with an SUV - live during the open-air sessions (Wednesday, August 6 and Thursday, August 7) to demonstrate the camera's durability and strength under pressure. Show attendees at this time will also have the opportunity to test the cameras and view photographs taken by both models in multiple settings and situations.

"When designing this new product line, we wanted the durability factor of the cameras to really stand out," said Bjorn Harms, Vice President of SeaLife Cameras. "Having the opportunity to show our cameras in a situation as tough as being run over by a car illustrates firsthand that SeaLife makes the most rugged waterproof cameras in the world."

Also during the open-air sessions, attendees will have a chance to participate in the SeaLife Photo Challenge. SeaLife will put participants to the test to capture the essence of the outdoors with their rugged digital cameras. Prizes from SeaLife's current product line will be awarded to the winners.

Sleek, modern design meets high-tech functionality in SeaLife's new DC800 8-megapixel camera, producing ultra-clear images down to 200 feet underwater. The camera's ergonomic design, large shutter button and well-spaced buttons make the camera easy to handle and user-friendly. Versatility is key, and with five underwater modes, users can take sharp, colorful underwater pictures anywhere in the world. The DC800 functions just as effectively top-side as it does underwater by easily removing the slim camera from its waterproof housing.

The camera's external polycarbonate shell is rubber armored for sure-grip handling through all conditions. The 8-megapixel camera includes a wide-angle optical lens with 4x optical zoom, auto focus up to 2 inches (5 cm) and features a video mode, allowing users to capture high-resolution digital video with sound. Guaranteed waterproof to a depth of 200 feet (60 meters), the camera weighs under 17 ounces in its housing, yet

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features a large 2.7-inch display screen, a multitude of exposure modes and settings, and is expandable with one or two SeaLife strobes.

SeaLife Cameras, recognized by TIME Magazine for one of "The Most Amazing Inventions Of 2005" for its DC500 digital camera, is a leading manufacturer in digital dive cameras, with over 25 years of experience designing durable waterproof cameras to the specific needs of outdoor and watersports enthusiasts.

For more information on the ReefMaster Mini, DC800 or SeaLife Cameras, please visit us during the Open Air Demo Days or at booth # BR 727 during the show.

**To set appointments during Outdoor Retailer or for more information,
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