



13574 Village Park Drive, Suite 245, Orlando, FL 32837 office | 407-674-6850 toll free | 1-888-HI-JILLE website | www.Jill-e.com email | info@Jill-e.com

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See *Jill-e Designs at WPPI in Booth #1468*

NEWS: For Immediate Release

Media Contact: Bruce Hyland
Higher Ground Communications
brucehgc@rochester.rr.com, 585.766.3833

Jill-e® Designs Offers DSLR Divider Insert for its Large E-GO™ Bags *Safely Transports Photo 'Tools of the Trade' in 'Most Fashionable Camera Bag Yet'*

LAS VEGAS, February 20, 2012 – Fashion-conscious photography lovers can now have the best of both worlds with the innovative new DSLR divider insert created for select bags in the stylish E-GO Collection from Jill-e Designs, the leading maker of head-turning, protective camera & career bags for today's tech-savvy, on-the-go lifestyle.

The insert, which doubles as a standalone mini-camera bag, is on display at the WPPI trade show, Feb. 20-22 at the MGM Grand in Las Vegas, in Jill-e Designs' booth – #1468. Also on display will be hot new compact camera bags designed specifically for today's popular Compact Camera Systems, as well as the company's complete line of stylish, secure, pro-quality camera bags for women and men. Several show specials also are being offered at WPPI.

"Now the serious female photographer can safely bring her 'tools of the trade' with her in the most fashionable camera bag yet – and while the bag will definitely get her noticed, no one will guess there's



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valuable photo gear inside,” said Gail Backal, president and co-founder of Jill-e Designs. “Our E-GO bags are the most stylish, secure options to hold all your ‘tech-cessories’ and lifestyle essentials. With our new E-GO divider insert, now they protect your DSLR set-up, too.”

The optional, padded, drop-in insert turns a glamorous E-GO career bag into an efficient camera bag. It also functions as a separate, self-contained bag – complete with top handle, secure zipper closure, shoulder strap and iconic Jill-e Designs logo on the exterior. It protects and organizes a DSLR camera, 1-2 extra lenses and a few accessories inside these larger members of the fashionable E-GO Collection:

- E-GO Leather Laptop Tote: Large enough to hold a 15” laptop or a DSLR camera set-up with an assortment of secure pockets and compartments for all your lifestyle essentials – and a look that’s very, very sophisticated
- E-GO Leather Laptop Career Bag: A stylish gadget bag that accommodates a 12” laptop, camera gear and personal items, with a top zipper closure for extra security
- E-GO Laptop Valise: An extra-large “shopper” that holds a 14” laptop and a camera, with easy-access zippered pockets and other compartments for daily essentials
- E-GO Laptop Satchel: A stylish gadget bag that accommodates a 12” laptop, a camera and personal items, with a top zipper closure for extra security

Bags for Compact Cameras

Also at WPPI, Jill-e Designs is featuring great-looking bags created specifically for today’s compact camera systems, whose performance and size make them especially popular among women – one from the E-GO Collection, one from the Jack Collection for men, and two Essential Camera Bags for any locale and occasion.



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These stylish bags offer all the protection, functionality and eye appeal found in every Jill-e Designs bag for photography lovers. They'll easily hold a compact system camera body, 1-2 interchangeable lenses, and several accessories. Or load it with any point-and-shoot camera plus smaller personal items, today's ubiquitous "tech-cessories" and more.

"The whole idea of 'compact' goes right out the window if you're carrying your new compact camera system in a standard-size camera bag," Backal noted. "These bags give compact system users a sturdy, stylish way to transport their equipment the way it was meant to be."

About Jill-e Designs

Jill-e Designs fashions sophisticated carry bags for those living today's tech-savvy, on-the-go lifestyle. Fusing fashion with function, Jill-e offers everyone, from the tech-toting career woman to the photo-snapping fashionista, bags with style, flair and built-in protection for fragile electronic devices which have become essential to our daily lives. For more information on Jill-e Designs' stylish alternatives to typical camera and e-gear career bags, visit <http://www.jill-e.com>.

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