



FOR IMMEDIATE RELEASE

LEICA CAMERA ANNOUNCES LEICA STORE BELLEVUE GRAND OPENING

Exclusive Leica Akademie Workshops Open to Public to Celebrate



Bellevue, WA (March 9th, 2015)

Leica Camera announces the Grand Opening of the Leica Store Bellevue located in the highly popular Bellevue Square Mall. The launch kicks off with a private reception on March 12th and workshop style events open to the public on March 13th-15th.

The space features Leica Camera's entire product line and a carefully curated assortment of premium accessories. On over 800 square feet, customers can experience all the latest Leica gear, get expert advice from the knowledgeable staff and be inspired by the selection of photo books. The store opens the world of Leica to everyone through workshops, Leica Akademie classes, lectures, book signings and other exciting events.

The new store is part of Leica's continuous efforts to supply the creative culture with innovative products while maintaining the essence of Leica's 101 years of photography. The Leica Store Bellevue is positioned in the heart of one of the world's leading hot spots for technology and demonstrates Leica's continuous innovation in photography and as a center for artistic culture and learning.

To celebrate the opening, Leica is hosting free events:

M-System & T-Camera System Walking tours: Designed to inspire while spurring creativity and encouraging photographic exploration, the walking tours are led by Leica

Akademie instructor, Tom Smith and Leica's Tom Brichta. Each walking tour is a two-hour program and is free to the public. Space is limited. Please RSVP to rsvp@leicacamerausa.com.

March 13th

11:00 AM - 1:00 PM - M Photowalk

5:00 PM - 7:00 PM - T Photowalk

March 14th

11:00 AM - 1:00 PM - M Photowalk

3:00 PM - 5:00 PM - T Photowalk

March 15th

3:00 PM - 5:00 PM - T Photowalk

M-System Owners Workshop: Get the most from your LEICA M with a workshop geared towards showing you how to achieve astounding results with this unique rangefinder system. This hands-on session is set for March 15th from 10 a.m. – 4 p.m. and will be led by a Leica Akademie instructor, who shoots exclusively with the M series. He will be available on the day to share some of his personal tips, working methods and shooting techniques to enable you to gain more from your camera. Cost: \$199. Please RSVP to (rsvp@leicacamerausa.com).

Leica Store Bellevue
Bellevue Square Mall
575 Bellevue Square, #221
Bellevue, Washington 98004
(425) 451-4060

About Leica Camera:

Leica represents a union of craftsmanship, design, and experience. It is a beautiful collision of art and engineering and the future of form and functionality. Leica Camera has a simple mission: to provide users with an incomparable experience, an instrument that defines an unsurpassed heritage and sets a standard of excellence for the industry to meet. www.leica-camera.com.

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