



FOR IMMEDIATE RELEASE

Mamiya Announces \$1,000 Trade-in Program for the New RZ33 Medium Format Digital Camera

Photographers who purchase a new Mamiya RZ33 camera kit between July 2010 and September 30, 2010 can trade in their existing RZ67 or RB67 camera body

Elmsford, NY – July 8, 2010 – Mamiya announces today a new trade-in program created to make its new Mamiya RZ33 digital camera kit even more affordable. Designed specifically for existing owners of Mamiya RB67 and RZ67 film-based camera systems, this new trade-in program allows photographers to update their equipment to the latest digital version of the legendary Mamiya RZ system at an exceptionally reasonable price.

From July 2010 until September 30, 2010, photographers who purchase a new Mamiya RZ33 digital camera kit can trade in their existing RZ67 or RB67 camera body for a credit of \$1,000 towards the purchase of their new Mamiya RZ33. There is a limit of one trade-in per RZ33 purchased.

“The positive response to the announcement of the new Mamiya RZ33 digital camera kit has been overwhelming among existing Mamiya RB and RZ owners,” says Mamiya Product Marketing Manager Mike Edwards. “Photographers are eager to update their equipment to the new digital RZ33, but still want to make good use of their previous RB or RZ67 camera body. Our new trade-in program gives these photographers the perfect way to do this, and makes transitioning to the new Mamiya RZ digital system even more affordable.”

About the Mamiya RZ33

The Mamiya RZ33 is a new large-sensor digital camera kit featuring a high performance 33 megapixel CCD sensor. This new camera advances the long adored Mamiya RZ line to a new level, bringing the famous ease-of-use and versatility of the Mamiya RZ camera system to the large-sensor digital arena. With no cables necessary, RZ33 users simply add their favorite razor sharp RZ lens and a CF card, and they are ready to produce large, detailed, and gorgeous images. The RZ33 leverages the large availability of lenses and accessories from the previous generations of the Mamiya RZ67 family, allowing photographers to utilize premium-level equipment they already own.

Pricing and Availability

The new Mamiya RZ33 digital camera kit, including Capture One and Leaf Capture software, will be available in the U.S. this month for \$17,990. Photographers taking advantage of the \$1,000 trade-in program will simply coordinate the trade-in with their authorized Mamiya Digital Dealer at the time of the new RZ33 transaction.

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About Mamiya

For almost 70 years, Mamiya has been a name synonymous with excellence and innovation in professional photographic cameras and lenses. Mamiya's dedication to the professional and advanced amateur markets ranges from the original folding, compact Mamiya 6 rangefinder camera of the 1940's to the recent introduction of the Mamiya 7 — the world's only 6x7 rangefinder camera with interchangeable lenses and a growing line of medium format digital cameras and camera backs.

Mamiya continues to be a pioneer by continually improving and refining the finest professional photographic products with state-of-art advancements such as superior apochromatic lens technology and practical, ergonomic camera design and function. For more information visit www.mamiya.com .

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