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KONICA MINOLTA DELIVERS TWO NEW ZOOM LENSES DESIGNED SPECIFICALLY FOR USE WITH THE NEW MAXXUM 7D DIGITAL CAMERA

Las Vegas, NV (January 5, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. is now shipping two new interchangeable zoom lenses, each designed to provide optimum image quality when used with Konica Minolta's new digital Single Lens Reflex (SLR) camera – the Maxxum 7D. The new Konica Minolta AF ZOOM 17 – 35mm F/2.8 – 4 (D) lens and the new Konica Minolta AF ZOOM 28 – 75mm F/2.8 (D) lens offer superior handling characteristics making them ideal in a diverse range of shooting situations.

“Although the new Konica Minolta Maxxum 7D digital SLR camera is fully compatible with the existing line of Maxxum autofocus lenses – nearly 40 in all – these two new lenses have been designed specifically with the Maxxum 7D in mind,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “With these two digital lenses in the Maxxum photographer's camera bag, a wide range of shooting situations are covered while providing superior image quality.”

These new auto focus lenses are designed to produce high quality digital images especially when used in combination with the new Maxxum 7D and its body-integral Anti-Shake technology. In addition, these lenses provide unparalleled creative control because of their circular apertures. Using a round aperture enhances the defocused areas of an image with smoother, more natural looking gradations of tone. These lenses also incorporate Konica Minolta's Advanced Distance Integration (ADI) flash metering. When attached to the new Konica Minolta Maxxum 7D, these new lenses provide the camera with additional information on focusing distance to further enhance the electronic flash lighting performance and exposure accuracy when using either the built-in flash or the external flash units such as the Konica Minolta Maxxum Flash 5600HS(D), Konica Minolta Maxxum Flash 3600HS(D), or the Konica Minolta Maxxum 2500(D) Flash units.

About Konica Minolta Photo Imaging U.S.A., Inc.

Konica Minolta Photo Imaging U.S.A., Inc., headquartered in Mahwah, NJ, is the North American sales and marketing subsidiary of Konica Minolta Holdings, Inc. (Tokyo, Japan). On August 5, 2003 Konica Minolta Holdings, Inc. was formed to enhance both the competitive business capabilities and earning capacities of Konica Corporation and Minolta Co., Ltd.

Consumers around the world have come to know and trust the Konica and Minolta brands for all their imaging needs. Since the earliest days of the photo industry, Minolta and Konica have applied their talents and resources to create products and services that are essential to the world of imaging. Today, these efforts concentrate on the most important aspects of imaging: the quality of the images, the tools and methods for creating images, and the creation of environments for the application of images.

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This focus on the essentials of imaging ties together the company's key business and consumer product lines. Konica Minolta Photo Imaging U.S.A., Inc. is a leading manufacturer and marketer of 35mm and Advanced Photo System film, single-use cameras, digital and 35mm film cameras, accessory lenses, binoculars, photographic and color measurement meters. In addition the company offers color print photo papers, inkjet photo paper, digital minilabs, digital film scanners, optical instruments, software and advanced imaging and sensing technologies. Konica Minolta Photo Imaging U.S.A., Inc. also provides wholesale photofinishing services and Internet imaging services. It is a complete imaging company, from input through output. For more information about Konica Minolta Photo Imaging U.S.A., Inc., its products and services, visit www.kmpi.konicaminolta.us.

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