

KONICA MINOLTA INTRODUCES MAXXUM 5D

High-performance and easy to use 6 megapixel digital SLR camera features body-integral Anti-Shake Technology, a large 2.5-inch LCD monitor and built-in flash

Las Vegas, NV (January 4, 2006) – Konica Minolta Photo Imaging U.S.A., Inc. introduces the latest edition to the Maxxum line of digital Single Lens-Reflex (SLR) cameras – the Maxxum 5D. This high-performance interchangeable-lens digital SLR camera inherits the revolutionary technology of the award winning Konica Minolta Maxxum 7D – the world's first^{*1} digital SLR with built-in Anti-Shake technology and CCD Shift mechanism that is compatible with all Maxxum autofocus (AF) lenses^{*2} including Konica Minolta's soon to be introduced Digital Technology "DT" lenses.

"The Maxxum 5D combines Konica Minolta's advanced technologies and greater ease of use into an even smaller and more lightweight design," said Paul Zakrzewski, Director of Product Management for Konica Minolta Photo Imaging U.S.A., Inc. "While the camera's high-performance functions will satisfy the demanding and creative techniques of photography enthusiasts, the core of this new camera is its ease of use and familiar lever and knob operation with a basic level of control that makes it ideal even for casual digital photographers looking for their first step up to digital SLR photography."

The Konica Minolta Maxxum 5D ensures photo-imaging excellence using Konica Minolta's proprietary Anti-Shake Technology, which employs an exclusive CCD-Shift mechanism to compensate for blurring caused by camera shake – even when taking photos in dimly lit scenes, in natural light with a telephoto lens, or in macro shots where extra stability is vital for a sharp shot. This innovative Anti-Shake Technology not only provides the equivalent correction effect with a shutter speed 2 to 3 stops slower^{*3}, but also compatibility with any Maxxum system AF lenses^{*2}.

The Maxxum 5D provides exceptional quality images with a large, 6.1-megapixel (effective) CCD sensor, an Advanced LSI engine for high-speed image processing, as well as Konica Minolta's CxProcess™ III image processing technology, an original technology highly acclaimed for rendering fine image detail and stunning color rendition.

Offering a better view for better pictures, the camera also boasts a large 2.5-inch color LCD viewing screen that provides simple navigation through easy-to-use on-screen menus and set-up options. The LCD makes camera control even easier, displaying detailed camera settings as well as captured images.

And for even greater convenience and ease of use, the Maxxum 5D includes a Digital Subject Program Selector which automatically designates an optimum exposure and image-processing program for five commonly used photo scenes. The Konica Minolta Maxxum 5D also offers a comprehensive range of easy-to-use functions that allow precision adjustments of all camera settings whatever the shooting situation.

Boasting more than high performance, this new digital SLR camera also features a comfortably-contoured, compact design with a high-quality, stylish, and lightweight construction. Rubberized grips make it highly tactile and easy to handle and hold.

**1 As an interchangeable-lens digital SLR camera.*

**2 With the camera's AF macro-zoom 1x to 3x specialist lenses and Anti-Shake function turned off.*

**3 The Anti-Shake technology correction effect varies with the shooting conditions and lens used.*

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.

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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