

KONICA MINOLTA ANNOUNCES FREE “MY VACATION PHOTO BOOK” INKJET PAPER CONSUMER PROMOTION

Mahwah, NJ (March 14, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. announces that from May 2, 2005 until July 29, 2005 consumers that purchase various popular Konica Minolta inkjet paper packs will immediately receive a free “My Vacation Photo Book”.

“Targeting households with young children, this promotion offers the highest quality inkjet photo paper available on the market, and a fun way for families to showcase and share their great summer vacation photos that they printed in the comfort of their own home,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc.

Available for free to consumers is the “My Vacation Photo Book” individually shrink-wrapped with Konica Minolta photo inkjet paper products (a \$5.99 retail value). This photo book is a keepsake featuring pages that help build a child’s vacation story with a pre-printed rhyme and room for personally inserted pictures ending with a “My Favorite Photo” page.

All Konica Minolta inkjet photo papers are extra white for vibrant, true-to-life color images. Paper quality is the thickest and heaviest available. It is also the first and only paper using advanced resin-coated, microporous technology for the fastest ink absorption—resulting in the quickest drying, only smudge-proof prints that are resistant to tears, kinks and rippling from water damage.

Konica Minolta inkjet papers are made using the highest quality photographic paper base, coated with a water resistant non-absorbent glossy, satin, or matte finish. These special coatings prevent ink from spreading or bleeding, thus revealing all the picture’s details and colors and resulting in sharper looking, more durable photos. Konica Minolta inkjet papers work well with all brands of inkjet printers and are compatible with both dye and pigment inks.

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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Contact Information:

Steve Rosenbaum/Leigh Grimm
S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com

Eric Cinque
Konica Minolta Photo Imaging U.S.A., Inc.
201-574-4148