

KONICA MINOLTA MAXXUM 7D WINS CAMERA GRAND PRIX 2005

Mahwah, NJ (June 14, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. announces that the Konica Minolta Maxxum 7D – the world’s first*¹ digital Single Lens-Reflex (SLR) camera with body-integral CCD-shift Anti-Shake technology – was chosen to receive the “Camera Grand Prix 2005” award by the Camera Press Club. The Camera Grand Prix is one the most prestigious awards that can be presented to a camera in the Japanese photo industry.

“This prestigious award is particularly meaningful because it reflects the judgment of an elite group of journalists in Konica Minolta’s country of origin,” said Todd Schrader, senior vice president of sales and marketing for Konica Minolta Photo Imaging U.S.A., Inc. “We are honored that Minolta’s Maxxum 7D has been selected by the Japan Camera Press Club as a superior imaging product.”

The Maxxum 7D is Konica Minolta’s first lens-changeable digital SLR camera. It incorporates Konica Minolta’s revolutionary Anti-Shake technology which supports the use of all Konica Minolta autofocus (AF) lenses. In addition, the camera incorporates the new advanced LSI engine that delivers fast response and high speed image processing. It is a user-friendly digital SLR camera with a large LCD viewing screen and operating menus that make it easy enough for beginners to use.

Camera Grand Prix Award

The Camera Press Club selected the Maxxum 7D because of the high evaluation given to the following points: Easier operation for users was prioritized in camera development and the high level of technological development that went into realizing that. This is seen by incorporating the body-integral Anti-Shake mechanism, the sophisticated features demanded by high-end amateurs, while employing the large LCD and operation menus that make it easy enough for beginners to use. The cameras nominated this year were all launched between April 1, 2004 and March 31, 2005. There were 192 cameras nominated.

The "Camera Grand Prix" is sponsored by the Camera Press Club (a committee of Camera Press Club members, chief editors and representatives of magazines affiliated with the Camera Press Club, experts selected by the Camera Grand Prix Steering Committee, camera magazine writers, and photographers). The award is conducted by the Camera Grand Prix Steering Committee, which selects the most outstanding camera model to receive the award each year from all still cameras put on sale domestically in Japan during that year. In previous years, the Maxxum 7000 (1985), Maxxum 707si (1994), Minolta TC-1 (1996), Maxxum 9 (1999), Maxxum 7 (2001) and DiMAGE X (Camera Grand Prix Special Award 2002) have won “Camera Grand Prix” awards.

**¹ As a lens-changeable digital SLR camera.*

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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