

KONICA MINOLTA ANNOUNCES NEW VICE PRESIDENT

Peter Mador to head up sales and marketing for on-site photofinishing division

Mahwah, NJ (September 23, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. announces the appointment of Peter Mador as vice president of sales and marketing for Konica Minolta's commercial products. In this new position, Peter is responsible for digital minilabs, Photo Link kiosks and related on-site photofinishing sales and marketing efforts.

“The addition of Peter Mador to our Commercial Products team signals an important move for Konica Minolta,” said Todd Schrader, senior vice president of sales and marketing for Konica Minolta Photo Imaging U.S.A., Inc. “Peter’s extensive experience in the imaging business ensures that Konica Minolta is best prepared to take advantage of all growth opportunities and that our customers’ needs will be satisfied in today’s fast-changing commercial photo finishing market.”

Peter Mador, a Rochester Institute of Technology (RIT) graduate, brings more than 20 years of sales and marketing experience in the wholesale and retail photofinishing business. Most recently Peter served as vice president of sales at Noritsu America Corporation where he managed the Photo Specialty, Professional, Government, New Business Development and Remarketing Sales Divisions.

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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