

FOR IMMEDIATE RELEASE

**KONICA MINOLTA PHOTO IMAGING STRENGTHENS ITS
MARKETING DIVISION**

Todd Schrader joins Konica Minolta as new Vice President of Marketing

Mahwah, NJ (September 27, 2004) – Konica Minolta Photo Imaging U.S.A., Inc. announced that Todd Schrader has joined Konica Minolta Photo Imaging U.S.A., Inc. as the new Vice President of Marketing.

“We are pleased to have Todd Schrader join our senior management team,” said Henry Okamura, president of Konica Minolta Photo Imaging U.S.A., Inc. “Todd brings a great deal of experience in the consumer electronics marketplace and has led new product category introductions with highly successful launches. I am confident that Todd will play a critical role in the future growth of our business.”

Schrader’s responsibilities include marketing of products and services for digital cameras, film, photographic paper, photofinishing, new product solutions, promotions, marketing communications, public relations, tradeshow and trade marketing. As Vice President of Marketing, he is responsible for implementing strategic marketing activities to position Konica Minolta as a top notch competitor in the consumer imaging markets served by the company.

Prior to joining Konica Minolta, Schrader spent fifteen years on senior level marketing assignments with Sony Electronics and Panasonic Corporation. As Vice President of Marketing at Sony Electronics, he was responsible for overseeing all marketing activities for the personal audio line sold through mass merchant, electronic superstores, wholesale club, drug chain and distributor partners.

At Panasonic Corporation, Schrader held various positions over an eight year period, with his most recent assignment as Marketing Manager for the Battery Sales Group.

Todd will be reporting directly to Henry Okamura and will be responsible for overseeing all of the existing trade and consumer marketing activities at Konica Minolta Photo Imaging.

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.konicaminolta.us.

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