



## **KONICA MINOLTA'S MAXXUM 70 35MM SINGLE-LENS REFLEX CAMERA RECEIVES PRESTIGIOUS HOT<sup>1</sup> AWARD**

*Fully featured compact SLR features high-performance autofocusing, state-of-the-art exposure metering, and a wide range of exposure control modes at an affordable price*

**Mahwah, NJ (October 6, 2004)** – Konica Minolta announces today that the stylish, fully featured and very affordable Maxxum 70 35mm Single-Lens Reflex (SLR) camera has received the prestigious *Professional Photographer* 2004 Hot<sup>1</sup> Award.

“The new easy-to-use Konica Minolta Maxxum 70 camera system embodies the versatility of 35mm SLR photography,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “And we are thrilled that *Professional Photographer* has selected the affordable yet high tech Maxxum 70 as a 2004 Hot<sup>1</sup> Award winner.”



The Konica Minolta Maxxum 70 was selected a Hot<sup>1</sup> Award winner in the Film Capture – 35mm SLR category. According to the magazine, “The Maxxum 70 scored for its bevy of auto-focus aides, including the Multi-dimensional Predictive Focus Control for moving subjects, Direct Manual Focus for fine-tuning, and Wide Center-Cross 9-Point auto focusing sensor that covers horizontal, vertical and diagonal aspects in all four quadrants of the frame. Built for shooters on the go, the Maxxum 70 has a continuous speed of 3 frames per second (fps) and as sophisticated an exposure metering system as you’d find in a much more expensive camera.”

According to *Professional Photographer*, there were over 200 total entries in more than 40 categories. The awards are designed to evaluate and honor top-grade products for the professional photography market. Winners were chosen by a panel of working professional photographer judges. Award-winning products are featured in the October issue of *Professional Photographer*.

### **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](http://www.konicaminolta.us).

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