

KONICA MINOLTA ANNOUNCES “SHAKE YOUR BODY” CONSUMER PROMOTION

Special discount offer on a Konica Minolta Maxxum lens for customers who purchase the new Maxxum 7D Digital SLR camera

Mahwah, NJ (November 5, 2004) – Konica Minolta Photo Imaging U.S.A., Inc. announces the “Shake Your Body” promotion, featuring a special discount to customers who purchase the new Konica Minolta Maxxum 7D Digital SLR, featuring Konica Minolta’s revolutionary body-integral Anti-Shake technology, between October 1, 2004 and December 31, 2004.

During the “Shake Your Body” promotional period, customers who purchase a Maxxum 7D will receive a \$150 store check, redeemable at the U.S. retail location where they purchased the camera. This voucher is good towards the purchase of most Konica Minolta Maxxum Autofocus lenses. Also, as part of the initial consumer rebate promotion, Konica Minolta is offering a free two-year extended warranty (normally one-year) on the Maxxum 7D.

“With the introduction of the Maxxum 7D Digital camera, Konica Minolta revolutionizes digital photography. Thanks to the camera’s body-integral Anti-Shake technology, Maxxum photographers can now turn all their Maxxum autofocusing lenses into Anti-Shake lenses providing clear sharp images in virtually all shooting situations,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “This fourth quarter introductory consumer rebate program ensures that photographers will benefit twice – from the technology and the savings.”

About the Maxxum 7D

This groundbreaking new 6.1-million-pixel resolution, interchangeable lens digital camera is the world’s first digital SLR featuring a body-integral CCD-shift, Anti-Shake (camera-shake compensation) technology that combines enhanced picture quality, performance and improved handling characteristics. This new digital SLR also features a large, easy-to-view, high-definition 2.5-inch color LCD monitor and is compatible with virtually any Maxxum AF lens.

Konica Minolta’s proprietary and award-winning Anti-Shake technology provides images with reduced blur due to camera shake, even when shooting dimly lit scenes or when using telephoto lenses and shooting macro subjects without the aid of flash or a tripod.

The Maxxum 7D offers effective Anti-Shake protection with every lens* in the Maxxum AF line. Whether using telephoto, wide-angle, zoom, macro or standard, the system analyzes data on focal length, current aperture setting, and focusing distance so that it can optimize Anti-Shake performance to offer the highest level of protection.

** Except AF16mm Fish Eye and Macro Zoom 3x – 1x.*

Konica Minolta has also introduced two new zoom lenses, each designed to provide optimum image quality when used with the new Maxxum 7D digital SLR – the Konica Minolta **AF ZOOM 17 – 35 mm f/2.8 – 4 (D)** and the Konica Minolta **AF ZOOM 28 – 75 mm f/2.8 (D)**.

The Maxxum 7D camera body is available for \$1,599.00. The Maxxum 7D kit including a Maxxum AF Zoom 28-100mm f/3.5 - 5.6 (D) lens will be available for \$1,689.00.

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.

All brand names are trademarks and/or registered trademarks of their respective companies.

#####

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