



KONICA MINOLTA INTRODUCES THE NEW 5.0 MEGAPIXEL DiMAGE G500

Sleek and stylish compact digital camera provides high quality images and dual memory-card slots for increased memory capacity

Las Vegas, NV (January 7, 2004) – Konica Minolta Photo Imaging U.S.A., Inc. introduces the new DiMAGE G500 – a responsive, easy-to-use digital camera that provides high-quality 5 megapixel images. In spite of the small size of this stylish compact camera, the DiMAGE G500 packs powerful imaging controls for beautiful pictures and a dual memory-card slot for flexible storage solutions.

“This new digital camera is a high quality image maker in a sleek, metal wrapper,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division. “The easy-to-use DiMAGE G500 is the perfect companion for any photographic occasion.”

The new DiMAGE G500 can produce 5 megapixel high-resolution images. The pixel resolution of the CCD will produce 13” x 17” 150dpi prints or 6.5” x 8.5” photo-quality prints.

The DiMAGE G500 uses a high-quality 3x aspheric zoom lens employing seven elements in six groups to provide sharp, contrasty images. The zoom range is equivalent to a 39 – 117mm lens on a 35mm camera. This range is perfect for wide-angle landscape photography and telephoto portraits.

With a fast 1.3-second startup time, The DiMAGE G500 can capture the action at a moment’s notice. The ergonomic control layout makes making settings quick and simple. The three most used controls are conveniently placed on the top of the body.

Despite its small size, the DiMAGE G500 is packed with creative image-making features. Exposures can be set manually. The color saturation, contrast, and sharpness of an image can easily be controlled by the user to create the pictures they want. And the color balance function allows creative users to change the relative proportions of the red, green, and blue channels to shift the overall color of an image.

The DiMAGE G500 has a dual card-slot system for flexible image storage. Both Memory Sticks and SecureDigital (SD) Cards can be used alone or in combination. When both memory card types are used with the camera at the same time, up 640MB of data can be saved depending on the capacity of the cards. This eliminates the worries of running out of memory.

Dressed in an elegantly styled metal case, the DiMAGE G500 measures only 3.7 x 2.2 x 1.2 inches and weighing a mere 7 ounces, and can be easily slipped into a pocket or bag.

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.

**Konica Minolta Introduces DiIMAGE G500 -2-
Digital Camera (cont'd)**

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.ph.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

Steve Eliasof
Konica Minolta Photo Imaging U.S.A., Inc.
201-574-4282