

NEW HIGH QUALITY LIGHTING MEETS HIGH RESOLUTION DIGITAL IMAGING WITH MINOLTA'S PC FLASH ADAPTER

*The Minolta PCT-100 flash adapter expands the versatility of
Minolta's DiMAGE 7 and DiMAGE 5 digital cameras*

Las Vegas, NV (November 11, 2001) – Professional and advanced photographers will now have access to high quality lighting for their digital imaging needs with the introduction of the PC Flash Adapter PCT-100 from Minolta Corporation.

"The development of Minolta's PC Flash Adapter PCT-100 offers photographers using the Minolta DiMAGE 7 and DiMAGE 5 digital cameras the ability to connect to professional studio and location flash systems," said Jon Sienkiewicz, vice president, digital imaging products, Minolta Corporation's Consumer Products Group. "Now more than ever, the DiMAGE family of Minolta digital cameras provides virtually everything that a photographer could possibly want."

The self-powered PC Flash Adapter slides into the DiMAGE 7 and the DiMAGE 5 accessory shoe and the flash's PC cord plugs into the adapter's standard PC terminal. Designed for center-negative and center-positive polarities, the PC Flash Adapter PCT-100 is compatible with most studio and location lighting systems.

Minolta DiMAGE 7 and DiMAGE 5

The new Single-Lens Reflex (SLR)-type Minolta DiMAGE 7 (5.0 megapixel effective) and DiMAGE 5 (3.2 megapixel effective) digital cameras feature 7x optical and 2x digital zoom, as well as macro capabilities.

Fundamental to the design of these new cameras are core technologies of ultra high resolution apochromatic lenses (Minolta GT LENS), Minolta's innovative CxProcess^(TM) Image Processing System, plus a high speed Large Scale Integration (LSI) chip for quick response and operation and the world's first Flex Focus Point autofocus control, which enhances creative picture-taking.

The new DiMAGE 7 and DiMAGE 5 feature Minolta's new technological developments designed to provide high-quality images as well as a wide array of digital functions for creative photography. Many advanced features that were found only on high-end professional digital cameras are now offered at more affordable prices. The DiMAGE 7 is equipped with a 2/3 inch-type CCD with a total of 5.24 million pixels. The DiMAGE 5 features a 1/1.8 inch-type CCD with a total of 3.34 million pixels.

Both digital cameras feature a lightweight magnesium alloy body and built-in flash. These cameras also take advantage of Minolta's acclaimed ADI (Advanced Distance Integration) flash metering when used in conjunction with Minolta's Program Flash 5600HS (D) and 3600HS (D).

Minolta Corporation

Minolta Corporation, headquartered in Ramsey, New Jersey, is the largest subsidiary of Minolta Co. Ltd. of Osaka, Japan, a leading manufacturer of cameras, business equipment, radiometric instruments and planetariums. Minolta Corporation's Consumer Products Group (CPG) markets 35 mm film and Advanced Photo System cameras, digital cameras, binoculars, accessory lenses, photographic light meters, 35mm and Advanced Photo System film scanners and other consumer products. Minolta is the exclusive distributor of *Cokin* filters.

The corporation's Business Products Group (BPG) markets digital and analog office equipment. Products include black-and-white copiers, digital black and white printer/copiers, plain-paper laser facsimile machines, digital color printer/copiers, micrographic systems, document management software, and related office equipment.

For more information, visit Minolta's Web site located at www.minoltausa.com or access Minolta's PHOTOFAX at 800-528-4767.

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

Jeannine Bogedal
Minolta Corporation
201-934-5220
jbogedal@minolta.com

Leo Derkowski/Shannon Tramacera, APR
MC²
518-477-2575
mcc@marcomcon.com