

PMA 2001

VISIT MINOLTA AT BOOTH #1925

MINOLTA INTRODUCES TWO NEW FREEDOM ZOOM CAMERAS

Featuring metallic styling, the compact Freedom Zoom 115 and Freedom Zoom 70 35mm point-and-shoot models make ideal travel companions

Orlando, FL (February 11, 2001) – Minolta Corporation announces today the introduction of two new Freedom Zoom compact point-and-shoot 35mm cameras featuring a stylish metallic design. The new Freedom Zoom 115 incorporates a high-quality, 3.1x (37.5mm-115mm) zoom lens, Multi-beam Auto Focus (AF) with a wide focus area, Film Chamber Lock, and other convenient features in an easy-to-use and compact body. The new Freedom Zoom 70 is an affordable and equally easy-to-use camera featuring a versatile 35-70mm power-zoom lens providing a zoom ratio of 2x.

“Consumers wanting to record their special moments or every day lives will appreciate the easy-to-use and stylish Freedom Zoom 115 camera,” said Brian Miller, vice president of marketing, Minolta Consumer Products Group. “And for budget-minded users, the Minolta Freedom Zoom 70 provides the best value in its class with innovative features at a very affordable price. The automatic operation, creative capabilities, compact design and built-in zoom lenses of these new cameras make them perfect travel companions for where ever you go.”

Minolta Freedom Zoom 115

The new Minolta Freedom Zoom 115's slim profile accommodates a 3.1x zoom lens with a focal length of up to 115mm. The versatile wide angle to telephoto (37.5mm – 115mm), 3.1x zoom lens is designed to handle a variety of picture-taking situations, such as landscape photography, snapshots and close-up portraits. For added versatility, the Freedom Zoom 115 includes a new Auto Depth Mode, Night Portrait Mode and Landscape/Night View Mode. This new camera model easily fits in a purse or pocket to be carried around anywhere and the durable front cover made of stainless steel protects the camera when not in use.

The new Minolta Freedom Zoom 115's built-in zoom lens produces clear and sharp images throughout the entire zoom range. The camera features a creative close-up capability with a minimum focusing distance of 1.8 feet at the 115mm telephoto focal length. And for added convenience, the close-up capability is available without switching the shooting mode. In addition, Minolta's Multi-beam AF technology permits its wide focus area to sharply and automatically focus even on side-by-side subjects.

Creative Features

The new Freedom Zoom 115 also features a new Auto Depth mode, Night Portrait and Landscape/Night View flash modes.

- more -

Auto Depth Mode

The Auto Depth mode enables the user to take photographs with both the subject and background sharply focused under bright outdoor situations. When a user selects the Auto Depth mode, the camera automatically selects an aperture priority program, which stops down the aperture, bringing both the subject and background into sharp focus.

Night Portrait Mode

The Night Portrait mode gives proper exposure to both the subject and background illumination by automatically synchronizing the built-in flash with a slow shutter speed for natural looking night portraits.

Landscape/Night View Mode

The Landscape/Night View mode sets the camera's automatic focus setting to infinity to capture a sweeping landscape in the daylight or to photograph a city skyline at night.

Stylish, Compact Design

The new Minolta Freedom Zoom 115 compact camera fits easily in a purse or pocket. With a depth of approximately 1.5 inches, the Freedom Zoom 115 features a slim profile. The camera incorporates a very compact lens system thanks to two double-sided aspheric lens elements, significantly reducing the number of required lens elements. The viewfinder system is thin as well, thanks to its compact roof prism system design. Also contributing to the camera's compact size is the use of a durable stainless steel front shell and an efficient component layout made possible with a 3-D Computer-assisted Design (CAD) system.

Versatile 3.1x Zoom Lens

The Freedom Zoom 115 assures clear and sharp images with superb contrast. Featuring a built-in 3.1x zoom lens, the Freedom Zoom 115 can handle a variety of photographic opportunities. The wide angle 37.5mm focal length enables users to photograph sweeping landscapes and group shots of family and friends. A mid-range focal length allows users to capture random snapshots and portraits, while a 115mm telephoto setting allows users to capture pictures of distant subjects.

Multi-Beam AF System

Minolta's sophisticated Multi-beam AF with a wide focus area provides sharply focused pictures even in difficult-to-focus conditions thus minimizing the chance of incorrectly focusing on the background instead of the main subject. The camera automatically detects the subject with its LED beam sensors and precisely measures the distance even in low-contrast or low-light situations.

Film Chamber Lock/Silent Rewind

For additional convenience, the new Freedom Zoom 115's Film Chamber Lock automatically locks the back cover the moment film is loaded. This Film Chamber Lock protects precious photographs from being ruined by an accidental opening of the back cover. Finally, the camera features Silent Rewind mode, which is ideal when shooting at a quiet place, such as a church.

Minolta Freedom Zoom 70

35-70mm Zoom Lens

The new Minolta Freedom Zoom 70 camera features a built-in zoom lens with a focal-length range of 35-70mm, providing a zoom ratio of 2x, the most popular zoom range for family snapshots and

general picture-taking needs of most amateur photographers. The power zoom control allows for easy, precise control of the lens for simple framing of the subject.

Autofocus System

For crisp clear pictures, the Freedom Zoom 70 camera offers infrared autofocus with a range of four feet to infinity enabling sharp pictures of subjects even when they are not in the center of the picture. Focus lock is achieved by pressing the shutter release halfway down, allowing the photographer to easily re-compose his or her subject in the viewfinder. A green LED adjacent to the viewfinder confirms focus.

Three Flash Modes/Red-Eye Reduction

The Minolta Freedom Zoom 70 also features a built-in flash with three flash modes: Autoflash, Manual Fill-Flash and Flash-Off. Red-eye reduction is achieved by pressing the shutter release button half way down, activating a red LED, which closes down the subject's pupil before the flash fires to reduce the distracting appearance of unwanted "red-eye."

Self-Timer

The new Freedom Zoom 70 camera features a 10-second self-timer, which is activated by pressing the self-timer button. The self-timer lamp on the front of the camera confirms operation. For maximum convenience, the self-timer is capable of being used remotely and can be canceled when desired.

Other Convenient Features

When the Minolta Freedom Zoom 70 is turned off, the lens automatically retracts and a built-in lens cap can be closed manually to protect the high-quality lens. To conserve battery power, the camera automatically shuts itself off after it senses three minutes of inactivity. The new camera also features automatic film transport, which automatically loads the film to the first frame, advances the film after each exposure, and rewinds the film when the roll is finished. Power rewind can be activated at any time during the roll.

Minolta Freedom Zoom 115 and Freedom Zoom 70 Date Models

For added convenience, the new Minolta Freedom Zoom 115 and Freedom Zoom 70 are also available in an optional quartz date model, which enables the recording of the date in a choice of four date formats. These cameras use precise quartz clock time keeping to record the desired time and date information. This feature can easily be switched on or off as desired.

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 35mm 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.

**Minolta Introduces New
Freedom Zoom Cameras (cont'd)**

-4-

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

Barry Smith
Minolta Corporation
201-818-3512
bsmith@minolta.com

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