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VISIT MINOLTA AT BOOTH #1925

MINOLTA INTRODUCES FOUR NEW ACTIVA BINOCULARS

Versatile compact binoculars are designed with active lifestyles in mind

Orlando, FL (February 11, 2001) – Minolta Corporation introduced today four new additions to its highly acclaimed ACTIVA series of compact binoculars – the ACTIVA 8x25FM, 10x25FM, 12x25FM and the ACTIVA Zoom 8-22x27FM. These new binocular models feature quality optics designed to provide users with clear, sharp images. And with a variety of magnification options (8x, 10x, 12x and 8x-22x), these handsome new binoculars suit a variety of user needs.

“With the introduction of these four new ACTIVA binoculars, Minolta is recognizing the importance of high quality sport optics in the lives of American consumers,” said Brian Miller, vice president of marketing, Minolta Consumer Products Group. “Minolta binoculars provide users with contemporary styling and a wide choice of magnifications to suit all popular active lifestyles.”

These versatile new lightweight and compact Minolta binoculars provide the brightest images in their class, with the hi-refraction BaK4 glass prisms and fully multi-coated (FM) optics including all the light-transmissive lens and prism surfaces. The new optics also incorporate an aspherical lens element allowing for compact size while providing sharp images and minimum distortion.

The long eye relief of these Minolta binoculars assures full image viewing even for eyeglass wearers. The viewing distances are among the longest available, with 17mm (8x25FM), 15mm (10x25FM), 16mm (12x25FM) and 17.5-10.5 (8x-22x) respectively. The rotating eyepiece cup is easy to adjust with a simple twisting motion. In addition, these new binoculars incorporate variable diopter control for precise viewing and click-stop settings ensure that the rings will not be accidentally moved.

The center zooming control lever featured on the ACTIVA Zoom 8-22x27FM is the world’s first for this type of binocular ensuring superb holding balance and easy zooming capability. Users can easily zoom in on a subject without changing their grip on the binoculars, thus staying focused on the subject. The binoculars also feature a central axis, which is housed in an exclusive Safety Shield to keep the user’s fingers from being accidentally pinched when making optical adjustments.

For secure and comfortable handling, these new ACTIVA binoculars feature rubber-coated grips on the top, sides and bottom of the binocular body. The binoculars also feature a stylish satin-finished metallic silver color.

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**Minolta Introduces Four
New ACTIVA models**

-2-

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.

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

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