

PMA 2001
VISIT MINOLTA AT BOOTH #1925

MINOLTA SHOWCASES NEW 35MM POINT-AND-SHOOT CAMERAS, MAXXUM FLASH ACCESSORIES, AND BINOCULARS

*Minolta exhibits a full range of products during
PMA 2001 trade show in Orlando, FL*

Orlando, FL (February 11, 2001) – Minolta Corporation, a market leader in 35mm film and Advanced Photo System cameras, digital cameras, binoculars, accessory lenses, photographic meters, 35mm and Advanced Photo System film scanners and other consumer products, will feature the following products during the Photo Marketing Association International Trade Show at the Orange County Convention Center in Orlando, FL:

35mm Point-and-Shoot Cameras

NEW! Minolta Corporation's newest additions to its Freedom Zoom 35mm point-and-shoot camera line are the new **Freedom Zoom 115** and **Freedom Zoom 70** cameras. The 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, stylish and compact body. The 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.

Maxxum Flash Accessories

NEW! Minolta Corporation introduces two new versatile and creative macro flash systems – the **Macro Twin Flash 2400** and the **Macro Ring Flash 1200** used in combination with the **Macro Flash Controller**. The compact and portable Minolta Macro Twin Flash 2400 offers brilliant effects for creative macro flash photography with easy setup variations. The combination of Minolta's Macro Twin Flash 2400 and the Macro Flash Controller is ideal for shooting close-up shots of small animals and flowers, as well as small collectibles. The Minolta Macro Ring Flash 1200, in combination with the Macro Flash Controller, provides precise and versatile lighting for macro photographs in the medical, scientific, and natural photography fields.

Binoculars

NEW! Minolta Corporation introduces six new binoculars to its ACTIVA and COMPACT II series binoculars. Minolta Corporation's four new additions to its highly acclaimed ACTIVA series of

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compact binoculars are the **ACTIVA 8x25FM, 10x25FM, 12x25FM** and **ACTIVA Zoom 8-22x27FM**. These new binocular models feature quality optics designed to provide users with clear, sharp images. Minolta Corporation's two new additions to its compact binocular line-up are ideal for use while hiking, bird watching and observing nature. Minolta's **COMPACT II 8x25** and **10x25W** binoculars pack comfortable viewing features and quality optics into a newly designed compact body featuring a low-glare, tinted metallic finish.

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.

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