

PMA 2001

VISIT MINOLTA AT BOOTH #1925

MINOLTA ADDS TWO NEW COMPACT BINOCULAR MODELS

New COMPACT II 8x25 and 10x25W offer quality optics in a new design

Orlando, FL (February 11, 2001) – Minolta Corporation introduces today two new redesigned additions to its compact binocular line-up. 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's COMPACT II 8x25 has a long eye relief of 15.2mm, ensuring full image viewing even when wearing eyeglasses. The COMPACT II 10x25W is a wide-angle model making it easy to spot distant and swiftly moving subjects.

“These high quality affordable binoculars provide users with stylish design, ease-of-use and carry-everywhere convenience that Minolta's COMPACT series is known for,” said Brian Miller, vice president of marketing, Minolta's Consumer Products Group. “And, the 10x25W model offers even greater versatility because of its wide viewing angle.”

Minolta's COMPACT II 8x25 and 10x25W use multi-coated quality optics that produce clear and sharp images. With a minimum focus distance of 7.5 feet, users can examine the close up details of subjects such as flowers, insects, etc. In addition, distant subjects can be viewed easily using the 8x and 10x magnification capabilities. To ensure a firm grasp while viewing, the grip design of these new Minolta binoculars feature a comfortable rubber coating on the top and sides.

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.

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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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