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KONICA MINOLTA INTRODUCES FOUR COMPACT 35MM POINT-AND-SHOOT CAMERAS

*Affordable, stylish and high-performance compact cameras designed to
take great pictures anywhere, anytime*

Las Vegas, NV (February 12, 2004) – Konica Minolta introduces the new compact Konica Minolta ZOOM 160c Date, ZOOM 130c, ZOOM 80c and ZOOM 60 Date 35mm point-and-shoot cameras. These affordable autofocus compact cameras feature all the basic functions required, including built-in zoom lenses and built-in flashes, to make great photographs of family and friends, and special places and events.

“The introduction of these four new 35mm compact cameras underscores Konica Minolta’s commitment to provide high quality, easy-to-use film cameras for photographers at all levels of expertise as well as high quality digital cameras,” said Jon Sienkiewicz, vice president of marketing, Konica Minolta’s Camera Division.

Konica Minolta ZOOM 160c Date

The new Zoom 160c Date camera incorporates a built-in 37.5mm to 160mm power zoom lens. And taking sharp pictures could not be easier with the camera’s sophisticated 5-point passive autofocus (AF) system that analyzes the objects in the focus frames to determine the subject distance. This AF system prevents the camera from erroneously focusing on the background behind the subject as well as allowing pictures to be taken through windows.

The ZOOM 160c Date features a satin finish on an aluminum exterior and elegant chrome accents on the grip. The smooth contours and compact design makes the ZOOM 160c Date the perfect camera to take everywhere. The camera’s a film-chamber lock prevents the camera from being accidentally opened in mid-roll and exposing and ruining the film inside. The flash and drive modes can be changed to match different shooting situations.

The versatile new ZOOM 160c camera’s simple operation is enhanced by its built-in flash with five flash modes. Autoflash automatically fires in low light or backlit situations. The camera’s red-eye reduction lamp minimizes unwanted red eye effects in portraits. The night portrait flash mode balances the ambient exposure with the flash exposure so the subject can be seen against the background of a night scene. Fill flash reduces harsh shadows caused by strong direct lighting. And flash cancel turns the flash off so the camera can be used when flash photography is prohibited or to preserve delicate natural lighting.

The drive modes control how images are captured. Single-frame advance takes one picture at a time; continuous advance keeps taking pictures while the shutter-release button is held down. For

self-portraits, the self-timer delays the release of the shutter for ten seconds, and the optional RC-3 remote control can be used trip the shutter from up to 16.5 feet away.

Konica Minolta ZOOM 130c Date

The versatile ZOOM 130c incorporates a built-in 38mm to 130mm zoom lens. The ZOOM 130c camera's simple operation is enhanced by its built-in flash and autoexposure system. The flash automatically fires in low light, and the red-eye reduction lamp minimizes unwanted red eye effects in portraits. The night portrait flash mode balances the ambient exposure with the flash exposure so the subject can be seen against the pleasing background of a night scene. The landscape/night view mode makes photographing landscapes during the day or night a snap. Fill flash can be chosen by the photographer to soften harsh shadows caused by direct sunlight. And the flash can be turned off when a photographer wants to preserve the natural lighting or when flash photography is prohibited.

The ZOOM 130c also features a film-chamber lock to prevent the camera from being accidentally opened in mid-roll and exposing and ruining the film inside. And long eye relief optical design makes the image in the viewfinder easy to see even for eyeglass wearers.

For self-portraits, the self-timer delays the release of the shutter for ten seconds. The optional RC-3 remote control can be used to trip the shutter from up to 16.5 feet away.

Konica Minolta ZOOM 80c

The Konica Minolta ZOOM 80c is a lightweight and compact, fully automatic 35mm point-and-shoot camera. This compact camera is housed in a lightweight body weighing only 6.3 ounces and features a built-in 2.3x zoom lens that ranges between 35mm – 80mm. The ZOOM 80c features autofocus (AF) and autoexposure, versatile flash modes, clear, bright viewfinder images, and automatic film loading.

The ZOOM 80c was designed with style and value in mind. It is designed to be comfortable to hold and features a beautiful metallic silver finish. The clear, bright viewfinder automatically adjusts to match the zoom lens' field of view, making framing of a subject easy.

The ZOOM 80c automatically controls focusing and exposure, and will even automatically utilize the built-in flash when there is not enough light. The active AF system is fast and accurate, even with low contrast subjects, and the programmed auto exposure system ensures clear, well-exposed images. The frame number and flash mode is clearly displayed on the data panel. Photographs of scenic landscapes, both at night and during the day, are easy to take with the camera's landscape/night view mode.

Konica Minolta ZOOM 60 Date

The affordable ZOOM 60 Date is a lightweight and compact, fully automatic 35mm point-and-shoot camera. The ZOOM 60 Date features a 1.7x (35mm - 60mm) built-in power zoom lens, autofocus (AF) and autoexposure, versatile flash modes, clear, bright viewfinder images, and automatic film load, advance and rewind as well as mid-roll rewind.

The ZOOM 60 Date features four flash modes and a self-timer. Autoflash automatically fires the camera's built-in flash in low light conditions. Red-eye reduction uses an LED to minimize red eyes in flash portraits. Fill flash reduces harsh shadows caused by strong direct lighting. And flash cancel turns the flash off so the camera can be used when flash photography is prohibited or to preserve the delicate natural lighting of a subject. For self-portraits, the built-in self-timer

delays the release of the shutter for ten seconds.

The exterior bright metallic finish of the ZOOM 60 Date and the camera's sculpted crescent grip create a sophisticated appearance. The ZOOM 60 Date provides users with an easy-to-see LCD data panel that clearly shows the camera status and the camera's auto-power-off function conserves battery power if users forget to turn the camera off.

About Konica Minolta Photo Imaging U.S.A., Inc.

Konica Minolta Photo Imaging U.S.A., Inc., headquartered in Mahwah, NJ, is the North American sales and marketing subsidiary of Konica Minolta Holdings, Inc. (Tokyo, Japan). On August 5, 2003 Konica Minolta Holdings, Inc. was formed to enhance both the competitive business capabilities and earning capacities of Konica Corporation and Minolta Co., Ltd.

Consumers around the world have come to know and trust the Konica and Minolta brands for all their imaging needs. Since the earliest days of the photo industry, Minolta and Konica have applied their talents and resources to create products and services that are essential to the world of imaging. Today, these efforts concentrate on the most important aspects of imaging: the quality of the images, the tools and methods for creating images, and the creation of environments for the application of images.

This focus on the essentials of imaging ties together the company's key business and consumer product lines. Konica Minolta Photo Imaging U.S.A., Inc. is a leading manufacturer and marketer of 35mm and Advanced Photo System film, single-use cameras, digital and 35mm film cameras, accessory lenses, binoculars, photographic and color measurement meters. In addition the company offers color print photo papers, Inkjet photo paper, digital minilabs, digital film scanners, optical instruments, software and advanced imaging and sensing technologies. Konica Minolta Photo Imaging U.S.A., Inc. also provides wholesale photofinishing services and Internet imaging services. It is a complete imaging company, from input through output.

For more information about Konica Minolta Photo Imaging U.S.A., Inc., its products and services, visit www.ph.konicaminolta.us.

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