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KONICA MINOLTA ANNOUNCES FREE “DUMMIES” BOOK WITH PHOTO INKJET PAPER CONSUMER PROMOTION

Orlando, FL (February 19, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. announces that from February 1, 2005 until April 30, 2005 consumers that purchase various Konica Minolta inkjet paper packs will immediately receive a free “Dummies” book.

“This innovative inkjet paper consumer promotion is designed to help educate consumers about both digital imaging and scrapbooking – two very popular leisure-time activities,” said Todd Schrader, vice president of marketing for Konica Minolta Photo Imaging U.S.A., Inc. “At the same time, Konica Minolta continues to add value to these consumers interested in producing high-quality inkjet prints at home.”

Available for free to consumers is “Digital Photography Tips for Dummies” shrink-wrapped with Konica Minolta 4x6-inch photo inkjet paper products (a \$1.99 retail value) and “Creating Scrapbooks for Dummies” shrink-wrapped with Konica Minolta 8.5x11-inch inkjet products (a \$7.99 retail value). In addition, both of these books contain a consumer coupon for \$2.00 off the purchase of any size or finish of Konica Minolta inkjet photo paper. The coupon expires December 31, 2005.

All Konica Minolta inkjet photo papers are extra white for vibrant, true-to-life color images. Paper quality is the thickest and heaviest available. It is also the first and only paper using advanced resin-coated, microporous technology for the fastest ink absorption—resulting in the quickest drying, only smudge proof prints that are resistant to tears, kinks and rippling from water damage.

Konica Minolta inkjet papers are made using the highest quality photographic paper base, coated with a water non-absorbent glossy, satin, or matte finish. These special coatings prevent ink from spreading or bleeding, thus revealing all the picture’s details and colors and resulting in sharper looking, more durable photos. Konica Minolta inkjet papers work well with all brands of inkjet printers and is compatible with both dye and pigment inks.

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.kmpi.konicaminolta.us.

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