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KONICA MINOLTA INTRODUCES PRO-TRANS™ DISPLAY MATERIAL

*New display film expands company's offering to meet the needs of demanding
commercial photofinishers*

Orlando, FL (February 19, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. introduces Pro-Trans Display Material to the commercial photofinishing market. Konica Minolta Pro-Trans is a high-quality display film optimized for digital exposures to produce large format transparencies for backlit displays. Applications for Pro-Trans include backlit ads, tradeshow displays, POP materials, indoor/outdoor transit displays (airport and subway) and vending machines.

“Konica Minolta Pro-Trans Display Material is designed to provide superior response with any digital exposure engine resulting in superior image quality and performance,” said Todd Tereshkow, vice president of technical service & on site marketing for Konica Minolta Photo Imaging U.S.A., Inc. “Pro-Trans display film, when combined with Konica Minolta’s *Centuria Pro for Digital* paper and our wide format inkjet paper, provides commercial print houses, display firms and agencies with the high-quality solutions they need every day.”

Pro-Trans Display Material provides excellent highlight detail, enhanced sharpness, and crisp text without bleeding. It also offers unprecedented richness in blacks and vivid color reproduction. Konica Minolta Pro-Trans display film material will be available directly from Konica Minolta in the United States beginning March 1, 2005.

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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