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Booth 3350**

KONICA MINOLTA SHOWCASES PHOTO LINK™ IMAGE PRINTING TERMINAL AT PMA 2005

Consumers can easily preview, edit and select their digital images for printing

Orlando, FL (February 19, 2005) – Konica Minolta Photo Imaging U.S.A., Inc. announces the Konica Minolta Photo Link – a tabletop, stand alone, self service retail terminal where consumers can preview, edit and select which digital images they would like to print. Its easy-to-use interface and small footprint makes Photo Link a perfect fit for almost any retail space.

“Konica Minolta’s Photo Link makes printing digital pictures at retail as easy as can be,” said Todd Tereshkow, vice president of technical service & on site marketing for Konica Minolta Photo Imaging U.S.A., Inc. “With one quick visit to their local retailer, consumers can easily edit and then select the images they want to print. Once the images have been selected and sent to print via direct output to a Konica Minolta digital minilab, the consumer will have their prints in hand within minutes on high quality Konica Minolta silver halide paper.”

Konica Minolta’s Photo Link can be positioned within a photographic retail store or remote location in the retail location and connected via a Konica Minolta digital minilab network system for direct output. Photo Link’s touch screen panel with instructions in multiple languages makes for easy customer product and services selection. Built-in speakers and video clips displayed on the screen guide the customer through all steps of their order. It accepts CDs, DVDs, SD/MMC, Memory Stick, Compact Flash, Smart Card, and XD media cards.

Photo Link accepts most image file formats including JPG, BMP, and TIFF. Consumers can choose to add pre-formatted borders to their pictures or create photo calendars using Photo Link’s calendar backgrounds. Special effects such as black-and-white, sepia, halftone, mosaic and more can be added to pictures.

Editing tools available to the consumer include zoom and crop, color correction, red-eye reduction and more. Consumers can select from common print sizes such as 3.5 x 5, 4 x 6, 5 x 7, and 8 x 10 inches when printed on the Konica Minolta R Series minilabs. Built-in back office functions plus full service and telephone support programs permits maximum flexibility and efficient operations for retailers.

Optional add ons to the Photo Link system include Konica Minolta’s 4x6-inch Dye Sub Printer which makes digital prints in 12 seconds, receipt printer, and label printer (prints labels for on site and overnight photofinishing envelope).

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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