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MINOLTA NEW DiMAGE DIGITAL CAMERA LINE OFFERS SOMETHING FOR EVERYONE

*The DiMAGE 7, DiMAGE 5, DiMAGE S304 and DiMAGE E201 Are Designed to
Strengthen Minolta's Position in the Expanding Digital Still Camera Market*

San Francisco, CA (September 25, 2001) – Minolta Corporation has a full line of digital cameras, the DiMAGE 7, DiMAGE 5, DiMAGE S304 and DiMAGE E201, which provide superior image quality without compromise, and meet the varied demands of today's consumers' digital photography needs and budgets.

“On the face of it, the DiMAGE 7, DiMAGE 5, DiMAGE S304 and the DiMAGE E201 are breakthroughs on their specifications alone,” said Jon Sienkiewicz, vice president, digital imaging products, Minolta Corporation's Consumer Products Group. “With the DiMAGE 7, quite simply, there isn't another five megapixel camera on the market today that can be sold at such an affordable price. Combine that with a 7x zoom and an innovative viewfinder, and you have a very exciting product. However, there's more to our new cameras than specifications. There's philosophy as well as science. Our new digital cameras allow our customers to explore their own creativity through the integration of advanced technology, the human interface and solid product design.”

According to Sienkiewicz, the development of these four new digital cameras relies on the application of Minolta's core competencies in superior autofocus technologies, light metering and exposure control, color metering, compact zoom lens design, digital image processing technology and ultra miniaturization.

Minolta DiMAGE 7 and DiMAGE 5

The DiMAGE 7 and DiMAGE 5 share Minolta's new technological developments designed to provide high-quality images as well as a wide array of digital functions for creative photography. Many advanced features that were found only on high-end professional digital cameras are now offered at more affordable prices.

The DiMAGE 7, with 5 mega-pixel resolution (effective number of pixels), is equipped with a 2/3-type CCD with a total of 5.24 million pixels. The DiMAGE 5 features 3.2 mega-pixel resolution (effective number of pixels) based on a 1/1.8-type CCD with 3.34 million pixel resolution.

The optical centerpiece in both cameras is a new all-glass Minolta 7x zoom GT lens. The DiMAGE's GT 7.2mm – 50.8mm, f/2.8-f/3.5 APO lens is an advanced apochromat using anomalous dispersion (AD) glass and aspheric elements providing sharp, bright images at all

**Minolta's New DiMAGE Digital Camera Line -2-
(cont'd)**

focal lengths. The DiMAGE 7's zoom range is equivalent to (in 35mm photography) a 28mm to 200mm lens and the DiMAGE 5's zoom range is equivalent to a 35mm to 250mm lens. Both cameras have a One-Touch 2x digital zoom and a Super Macro capability, allowing photography of objects as close as 5 inches from the lens.

The image formed on the CCD is enhanced by the exclusive CxProcess image processing technology to optimize sharpness, color reproduction, tonal gradation and noise to create clear and natural images. The wide dynamic range is provided by 12-bit A/D conversion to ensure natural color and tonal reproduction.

The exclusive Digital Hyper Viewfinder, a high resolution ferroelectric display, is an information center that shows a full array of shooting information and monitors the effects of image manipulation and control. The Digital Effects Control allows users to adjust the color saturation, contrast and exposure before writing the image to the Type II CompactFlash Card. The new Flex Focus Point feature expands focusing control by allowing the photographer to choose the position of the focus frame anywhere within the field of view.

Minolta DiMAGE S304

Based on the same ASIC as the DiMAGE 7 and DiMAGE 5, the DiMAGE S304 is a compact digital still camera that offers the superb image quality, autofocus functions and quick response usually found only in top performing SLR-type digital cameras.

The DiMAGE S304 features 3.2 mega-pixel resolution (effective number of pixels) based on a 1/1.8-type CCD with 3.34 megapixel resolution. The camera incorporates a Minolta GT 4x Zoom APO lens with AD glass and dual aspherical elements, which combined with a 2x Digital Zoom provides a wide image capture range. The lens is equivalent to a 35mm to 140mm lens and with digital zoom, the range extends to 35mm to 280mm equivalents.

High performance features include the widest, Full Time AutoFocus capability in its class, with Flex Focus Point control and both Multi Segment and Spot Metering for AutoExposure versatility. Other DiMAGE S304 functions include:

- Movie Mode with sound
- Digital Effect Function on LCD display to adjust contrast and saturation
- Exposure adjustments
- Continuous drive (1 frame per second)
- Auto White Balance with manual adjustment capability
- Auto bracketing
- Adjustable ISO
- Manual focus
- Super Macro (3.9 inches from the lens)
- Infrared remote release (optional)
- 35.5mm filter thread

Minolta DiMAGE E201

The new DiMAGE E201 is a superb quality entry-level model based on the highly-regarded DiMAGE 2300. While retaining the ease-of-use and stylish design of its predecessor, the DiMAGE E201 includes a new movie recording feature, a responsive new microprocessor, and simplified computer connectivity.

**Minolta's New DiMAGE Digital Camera Line -3-
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Simply press the shutter button, and the Minolta DiMAGE E201 will deliver impressive, crisp, detailed images. The sleek compact body fits comfortably in the palm of your hand. Although compact, the DiMAGE E201 produces crisp, detailed images with a 2.2 million-pixel resolution (effective number of pixels) that delivers impressive 150 dpi printouts as large as 8 by 12 inches. To bring out the best of the 2.3 million-pixel CCD (total number of pixels), the quality all-glass optics include four aspheric surfaces that minimize chromatic and spherical aberration. The carefree operation comes from the camera's automatic control over focus, exposure, white balance, and flash.

The DiMAGE E201 is a camera bursting with features such as movie recording and a 2x digital zoom, yet has the flexibility of growing with the camera users with the ability to adjust white balance and exposure.

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 35 mm 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.

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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