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## **Minolta DiMAGE E201 Compact Digital Camera Offers High-Quality and Compact Design at Affordable Price**

*2.2-Megapixel\* Digital Camera offers Easy Operation and Attractive Styling*

*\*effective number of pixels*

**San Francisco, CA (September 25, 2001)** – Minolta Corporation expands its digital camera line-up into the popular-price segment with the introduction of the new Minolta DiMAGE E201, 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.

“We’re pleased to offer a high quality, high resolution DiMAGE digital camera at a very affordable price,” said Jon Sienkiewicz, vice president of digital imaging products for Minolta Corporation’s Consumer Products Group. “The DiMAGE E201 offers great styling, fast operation, and excellent imaging quality – everything a consumer would expect from a Minolta camera.”

Simply press the shutter button, and the Minolta DiMAGE E201 will deliver impressive, crisp, detailed images. The camera boasts a 2.2 million-pixel resolution (2.3 million-pixel CCD\*), and quality optics with aspheric elements. A new responsive processor powers the DiMAGE E201. The carefree operation comes from the camera’s automatic control over focus, exposure, white balance, and flash. Although some people may be intimidated by digital technology, the camera-like controls will be familiar to all users. With all of its sophisticated automation, the DiMAGE E201 still allows users control over exposure, white balance, image quality, and image size. It is a fun and flexible camera bursting with features such as movie recording and a 2x digital zoom.

*\*Total number of pixels*

Effortless image capture is complemented by simple in-camera viewing and editing. Transferring images to a personal computer is easy using the provided USB cable, with the camera acting as a mass-storage device. Simply install the bundled Adobe PhotoDeluxe® software to retouch and manipulate images to create impressive presentations limited only by imagination: web pages, personalized calendars, postcards, etc.

“With high-quality images, effortless operation, and simple PC connection, the DiMAGE E201 is an ideal compact digital camera for entry-level users, and those who care about quality and value,” Sienkiewicz added. “And its affordable price makes it as easy to own as it is to use.”

The DiMAGE E201 will be available to consumers in September 2001 with an estimated street price of \$299.

***For more detailed information on features and specifications of the Minolta DiMAGE E201, please refer to the DiMAGE E201 backgrounder and specifications sheet.***

**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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**Contact Information:**

**Steve Rosenbaum/Leigh Grimm**  
S.I.R. Marketing Communications, Inc.  
631-757-5665  
sir@sironline.com

**Jeannine Bogedal**  
Minolta Corporation  
201-934-5220  
jbogedal@minolta.com

**Leo Derkowski/Shannon Tramacera, APR**  
MC<sup>2</sup>  
518-477-2575  
mcc@marcomcon.com