

MINOLTA ADDS TO ACTIVA BINOCULAR SERIES

*Five new weatherproof, fogproof binoculars and a new zoom model
are ideal for active lifestyles*

Ramsey, NJ (August 10, 2001) – Minolta Corporation introduces a series of five new weatherproof and fogproof binoculars -- the ACTIVA 7x35WP.FP, 7x50WP.FP, 8x40WP.FP, 10x50WP.FP, and 12x50WP.FP. Minolta also announces the addition of a new zoom model to its compact zoom line – the ACTIVA 10-30x27FM. These new ACTIVA models are ideal for a variety of popular activities such as sports, traveling, and nature observation.

“Minolta is pleased to introduce these new versatile high quality binoculars,” said Jon Sienkiewicz, vice president, imaging products, Minolta Corporation’s Consumer Products Group. “From weatherproof construction to zooming capability, the value-packed ACTIVA line provides a model for every need and price point.”

ACTIVA Weatherproof/fogproof Models

With all-weather protection, fogproof construction and bright, high-quality image viewing, the new ACTIVA 7x35WP.FP, 7x50WP.FP, 8x40WP.FP, 10x50WP.FP, and 12x50WP.FP binoculars are perfect for nature lovers as well as those with active lifestyles on land or sea.

These five ACTIVA models provide worry free use even under sea spray or rainy conditions thanks to the O-ring sealed, weatherproof (WP) construction (rated as high as IPX4 in IEC [International Electrotechnical Commission] standard). The nitrogen-filled bodies are fogproof (FP) and will remain clear even with sudden temperature changes. This versatile binocular series also features a wide angle of view*¹ and long eye relief. This unique combination provides a great benefit to eyeglass wearers, providing comfortable viewing while allowing the entire field of view to be seen clearly.

The hi-refraction BaK4 prisms, and 100% multi-coating on all the light-transmitting lens and prism surfaces further enhance the powerful outdoor capability of these binoculars. The result is superb brightness, sharpness and contrast, which provides great viewing even in dimly lit conditions. Hybrid aspherical lenses have been incorporated for the first time in this class of full-size porro-prism binoculars to minimize distortion over the entire field of view.*²

These new Minolta binoculars feature an elegant, sleek, rubber-armored body. The grip and over-sized focusing knob are designed for easy and comfortable use. The twisting eyepiece cup is easy to adjust for eyeglass wearers. The click-stop diopter control ensures the eyepiece setting will not shift.

ACTIVA Zoom Model

The new Minolta ACTIVA 10-30x27FM zoom model offers enhanced viewing and holding comfort with superb image quality and a user-friendly design. These features, combined with easy center zooming control, make the binoculars ideal for sporting events, traveling and nature-watching. This Minolta binocular model features a zooming lever on the central axis of the body to ensure superb holding balance and easy zooming. The center zooming control eliminates the need for

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changing holding positions to zoom because it enables the index finger to rest naturally on the control. The central axis is housed in an exclusive Safety Shield construction, which protects fingers from being pinched during interpupillary distance adjustment.

The new ACTIVA 10-30x27FM offers the brightest images in its class (of compact-type porro prism binoculars with an objective lens diameter of 27mm or smaller as of June 2001) with hi-refraction BaK4 glass prisms and fully multi-coated (FM) optics including all the light-transmissive lens and prism surfaces. These binoculars also provide bright images in dimly lit conditions, such as outdoors on a cloudy day or in late afternoon.

These sophisticated and stylish binoculars offer an impressively short minimum focus distance of 9.8 feet in spite of the wide zooming ratios, allowing users to view the details of a close but inaccessible object.

The twisting eyepiece cup is easy to adjust for eyeglass wearers. In addition to the Safety Shield construction, they offer grips with rubber-coatings on the top, sides and the bottom for secure and comfortable holding. The sleek body features a satin finish with a metallic silver color.

**1 The 7x50WP.FP does not offer a wide angle of view.*

**2 The 7x50WP.FP and 12x50WP.FP offer conventional aspherical lenses.*

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 35mm 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
Marketing Communications Connection
518-477-2575
mcc@marcomcon.com