

**MINOLTA INTRODUCES NEW AFFORDABLE ZOOM BINOCULARS**  
*CLASSIC II ZOOM 7-15x35 and 8-20x50 provide clear viewing in an easy-to-hold design*

**Ramsey, NJ (August 10, 2001)** – Minolta Corporation announces the addition of two new porro-prism binocular models to the Minolta CLASSIC II line -- the CLASSIC II ZOOM 7-15x35 and 8-20x50. With clear viewing, easy to hold rubber-armored body and convenient zoom control, these new Minolta CLASSIC II ZOOM models are ideal for sport enthusiasts and nature lovers.

“Minolta is please to add these two versatile zoom binocular models to the CLASSIC II line,” said Jon Sienkiewicz, vice president, imaging products, Minolta Corporation’s Consumer Products Group. “The Minolta CLASSIC II ZOOM models feature quality performance and a refined, stylish design that will be attractive to a range of users at an affordable price.”

These new zoom binoculars feature upgraded optics that includes long eye-relief that makes viewing comfortable and allows the full field of view to be seen even by eyeglass wearers. And, the multi-coated optics ensures clear and crisp images. The durable body features an easy-to-reach, over-sized focusing knob, and rubber-coated zooming lever.

**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](http://www.minoltausa.com) or access Minolta’s PHOTOFAX at 800-528-4767.

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