

MINOLTA INTRODUCES TWO NEW COMPACT 35MM POINT-AND-SHOOT CAMERAS

*Affordable, stylish and high-performance compact cameras designed to
take great pictures anywhere, anytime*

New York, NY (August 7, 2003) – Minolta Corporation introduces the new compact **Minolta Zoom 160c Date** and **Minolta Zoom 130c Date** 35mm point-and-shoot cameras. These affordable new autofocus compact cameras feature all the basic functions required, including built-in zoom lenses and built-in flashes, to make great photographs of family and friends, and special places and events.

“Thanks to Minolta’s recent technological advancements in 35mm camera and lens design, we’ve been able to design these easy-to-use 35mm point-and-shoot cameras to be smaller and more affordable than ever before,” said Jon Sienkiewicz, vice president of imaging for Minolta Corporation’s Consumer Products Group. “In addition, the new Minolta Zoom 160c Date features powerful optics with a 4.3 x zoom range and state-of-the-art technology so even casual photographers can take great pictures effortlessly. And the stylish new Zoom 130c Date offers some sought after functions, such as a versatile 3.4x zoom lens and built-in flash with red-eye reduction, that are typically found on higher priced camera models.”

Minolta Zoom 160c Date

The new Minolta Zoom 160c Date incorporates a built-in 37.5mm to 160mm power zoom lens. And taking sharp pictures could not be easier with the camera’s sophisticated 5-point autofocus (AF) system that analyzes the objects in the focus frames to determine the subject distance. Using technology designed for the award-winning, top-of-the-line Minolta TC-1, this AF system prevents the camera from erroneously focusing on the background behind the subject as well as allowing pictures to be taken through windows.

The Minolta Zoom 160c Date features a satin finish on an aluminum exterior and elegant chrome accents on the grip. The smooth contours and compact design makes the Minolta Zoom 160c Date the perfect camera to take everywhere. The camera’s a film-chamber lock prevents the camera from being accidentally opened in mid-roll and exposing and ruining the film inside. The flash and drive modes can be changed to match different shooting situations.

The versatile new Minolta Zoom 160c camera’s simple operation is enhanced by its built-in flash with five flash modes. Autoflash automatically fires in low light or backlit situations. The camera’s red-eye reduction lamp minimizes unwanted red eye effects in portraits. The night portrait flash mode balances the ambient exposure with the flash exposure so the subject can be seen against the background of a night scene. Fill flash reduces harsh shadows caused by strong direct lighting. And flash cancel turns the flash off so the camera can be used when flash photography is prohibited or to preserve delicate natural lighting.

The drive modes control how images are captured. Single-frame advance takes one picture at a time; continuous advance keeps taking pictures while the shutter-release button is held down. For self-portraits,

the self-timer delays the release of the shutter for ten seconds, and the optional RC-3 remote control can be used trip the shutter from up to 16.5 feet away.

Minolta Zoom 130c Date

The versatile new Minolta Zoom 130c Date incorporates a built-in 38mm to 130mm zoom lens. The Minolta Zoom 130c camera's simple operation is enhanced by its built-in flash and autoexposure system. The flash automatically fires in low light, and the red-eye reduction lamp minimizes unwanted red eye effects in portraits. The night portrait flash mode balances the ambient exposure with the flash exposure so the subject can be seen against the pleasing background of a night scene. The landscape/night view mode makes photographing landscapes during the day or night a snap. Fill flash can be chosen by the photographer to soften harsh shadows caused by direct sunlight. And the flash can be turned off when a photographer wants to preserve the natural lighting or when flash photography is prohibited.

The camera's aluminum face plate and lens mount makes the Minolta Zoom 130c Date distinctive, stylish and durable. Because of the curved sculpted grip and metallic finish, the camera is easy to hold and to use.

The new Minolta Zoom 130c Date also features a film-chamber lock to prevent the camera from being accidentally opened in mid-roll and exposing and ruining the film inside. And long eye relief optical design makes the image in the viewfinder easy to see even for eyeglass wearers.

For self-portraits, the self-timer delays the release of the shutter for ten seconds. The optional RC-3 remote control can be used to trip the shutter from up to 16.5 feet away.

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.

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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