

FOR IMMEDIATE RELEASE

PENTAX K-01 Interchangeable Lens Camera Receives Red Dot Design Award

*Marc Newson-designed camera selected for prestigious International
2012 Product Design Award*

Denver, CO (April 16, 2012) – PENTAX RICOH IMAGING AMERICAS CORPORATION is pleased to announce that the PENTAX K-01 interchangeable lens camera (ILC), designed by world-renowned industrial designer Marc Newson and launched in March 2012, has been selected as a Product Design 2012 winner at this year's prestigious red dot design awards in Germany.

Sponsored by the Nordrhein Westfalen Design Center in Germany, the red dot design awards are one of the world's most prestigious design awards. Each year, products brought to market over the previous two years are judged on nine different design criteria, including degree of innovation, functionality, ergonomics, durability and ecological compatibility. The PENTAX K-01 was selected from more than 4,500 applicants from 58 countries as a Product Design winner in the "Entertainment Technology and Cameras" category.

The PENTAX K-01 is an interchangeable lens camera with super-high-resolution image quality supported by approximately 16.28 effective megapixels, a top sensitivity of ISO 25600, and full HD video recording capability. The clean, geometric Marc Newson-designed camera body signifies a bold move by PENTAX to create a high-quality camera within a truly original and innovative design. By incorporating the K-mount — a lens mount extremely popular from the days of film cameras -- this award-winning camera would be compatible with 25+ million PENTAX K-mount lenses spanning decades, assuring endless possibilities in visual expression and creativity.

About the red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the "red dot award: product design", the "red dot award: communication design" and the "red dot award: design concept". In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs. For further information please visit: www.red-dot.de/press

About PENTAX

PENTAX is a leader in the production of a variety of adventure ready digital cameras including weather-resistant digital SLRs and stylish, compact, waterproof cameras, as well as lenses, flash units, binoculars, scopes, and eyepieces. For more than 90 years, PENTAX has developed durable, reliable products that meet the needs of adventurous consumers and businesses. With new headquarters in Denver, Colorado, PENTAX RICOH IMAGING AMERICAS CORPORATION is a subsidiary of PENTAX RICOH IMAGING COMPANY, LTD. effective October 1, 2011. Additional details may be found here: www.pentaximaging.com/news

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