

**FOR IMMEDIATE RELEASE**

**PENTAX Optio WG-2 Receives 2012 TIPA Award**  
*Adventure series camera awarded “Best Rugged Compact Camera”  
by international association*

**Denver, CO (April 16, 2012)** – PENTAX RICOH IMAGING AMERICAS CORPORATION is pleased to announce that the PENTAX Optio WG-2 compact digital camera, launched in March 2012, has received a 2012 TIPA (Technical Image Press Association) Award for “Best Rugged Compact Camera”. The WG-2 was selected because of its exceptional image quality and outstanding operability in harsh conditions. The camera is waterproof up to 40 feet, dustproof, coldproof, crushproof, and shock-resistant.

TIPA is an independent, non-profit organization comprised of editors from 29 photo and imaging magazines in 14 countries, many in Europe. This year’s TIPA winners were chosen from a wide variety of new photo and imaging products that were introduced between April 1, 2011 and March 31, 2012.

TIPA panelists favored the WG-2 for its ability to shoot in poorly illuminated conditions, its ultra-rugged design to withstand life's everyday abuses and environmental conditions, as well as its full 1080p HD movie recording capability. Collectively, the camera represented an ideal imaging solution for anyone photographing almost anything...almost anywhere.

Additional features highlighted by TIPA members included the WG-2’s wide-angle 5x internal optical zoom lens (28-140mm equivalent), its unique six LED lights for extreme macro photography, and its sister GPS version that delivers a shorter time lag before GPS start-up and longer battery life during GPS activation.

### **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](http://www.pentaximaging.com/news)

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