

**FOR IMMEDIATE RELEASE**

PENTAX RICOH IMAGING AMERICAS CORPORATION  
633 17th Street, Suite 2600  
Denver, CO 80202

**PENTAX and RICOH Announce Integration of Consumer Camera Products Marketed and Distributed Through PENTAX RICOH IMAGING AMERICAS CORPORATION**

**RICOH Subsidiary Maintains Distribution of Business-to-Business Camera Solutions**

**Denver, CO (April 19, 2012)** – On October 1, 2011, PENTAX RICOH IMAGING (Tokyo, Japan) announced the formation of a new subsidiary company, PENTAX RICOH IMAGING AMERICAS CORPORATION (PENTAX), with headquarters located in Denver, Colorado. Effective April 1, 2012, PENTAX has assumed responsibility for the sales and marketing initiatives for RICOH AMERICAS' entire line of consumer cameras, including the GRD4 and the highly-rated RICOH GXR. The line of RICOH-branded consumer cameras will now join the PENTAX point-and-shoot and interchangeable lens digital cameras (ILC), including digital SLR models, to create a centralized business subsidiary for marketing, distribution, and sales of all of the company's consumer cameras.

The new strategy will allow RICOH AMERICAS to focus on imaging solutions for its business-to-business markets including real estate, automotive, insurance, and security. In addition, ruggedized models including the RICOH G700 and G700SE will be distributed directly and through a network of Value Added Resellers (VARs) to specialized markets. These markets include military, law enforcement, energy, utilities, and other applications where an extreme working environment is present, or the need to preserve the integrity of an original image is essential.

"PENTAX has a long and respected heritage in photography, as well as an established distribution channel," says Yuki Uchida, VP, Strategic Program Support and New Business Development at RICOH AMERICAS CORPORATION. "By integrating RICOH-branded consumer cameras under the PENTAX marketing umbrella, we are able to expand retail distribution of RICOH cameras. In addition, this will benefit RICOH AMERICAS by allowing us to maintain, and build, our portfolio of business-to-business camera solutions for healthcare, Geographic Information Systems, law enforcement, and other business needs."

Camera maintenance and repair for all PENTAX and RICOH consumer cameras will continue to be handled by its consumer camera repair service in Arizona. Similarly, consumer digital camera customers in need of phone support can call our toll free support line; a single, unified resource for all owners of PENTAX or RICOH consumer cameras. This support line has been optimized to ensure timely and effective resolutions for various support-related needs and can be reached by dialing 1-800-877-0155.

"We are excited about incorporating RICOH cameras like the GXR and GRD4 into our current product offering," said Ned Bunnell, President PENTAX RICOH IMAGING AMERICAS CORPORATION. "The addition of these advanced enthusiast cameras will bolster our product line, extend the reach of our brand, and provide new options for our customers and retailers."

## 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)

## About RICOH AMERICAS CORPORATION

RICOH AMERICAS CORPORATION, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company, Ltd., the 76-year-old leading provider of advanced office technology and innovative document imaging products, services and software, with fiscal year 2010 sales in excess of \$23 billion. Ricoh's fully integrated hardware and customizable services and software help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents. RICOH AMERICAS CORPORATION, directly or through its network of authorized dealers, markets and distributes products in North, Central and South America.

# # #

### **Media Contact:**

**Steve Rosenbaum / Leigh Nofi**

S.I.R. Marketing Communications, Inc.

631-757-5665

[sir@sironline.com](mailto:sir@sironline.com) / [leighnofi@sironline.com](mailto:leighnofi@sironline.com)

or

**Lou Desiderio / Alicia Root**

Synergy Communications, Inc.

917-627-0912

[lou@pr-synergy.com](mailto:lou@pr-synergy.com) / [alicia@pr-synergy.com](mailto:alicia@pr-synergy.com)

### **Company Contact:**

[pentaxinfo@prac.pentax.com](mailto:pentaxinfo@prac.pentax.com)

1-800-877-0155

[www.pentaximaging.com](http://www.pentaximaging.com)

<http://m.pentaximaging.com>

[www.facebook.com/pentax](https://www.facebook.com/pentax)

[www.youtube.com/pentaxian1](https://www.youtube.com/pentaxian1)

[www.pentaxphotogallery.com](http://www.pentaxphotogallery.com)