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PENTAX RICOH IMAGING AMERICAS CORPORATION
Partners with the Animal Humane Society to Help Find Homes for
Animals in Need

New Short Film Documents the Life of a Pet on the Streets

May 8, 2012 — DENVER, CO — PENTAX RICOH IMAGING AMERICAS CORPORATION (PENTAX), has partnered with the Animal Humane Society and creative agency Carmichael Lynch to produce a short film to help raise awareness about the lives of homeless animals and the various threats they face living on the streets. This film also promotes the Law of the Paw, an initiative dedicated to educating the public about pet adoption, spay and neuter programs, and the importance of collar ID tags.

The three-and-a-half-minute film, [*Magpie's Story*](#), documents a day in the life of a homeless dog, Magpie, on the streets of Los Angeles, CA. The film follows Magpie as she is picked up by a Good Samaritan and taken to a local animal shelter, where she is adopted by a young boy and his family and begins a wonderful new life.

With a [PENTAX Q](#) digital camera attached to her vest, Magpie documents many of the obstacles and threats that a homeless animal faces every day, all from a dog's-eye view. The PENTAX Q is the world's smallest, lightest interchangeable lens digital camera. Its compact size and lightweight body coupled with its full 1080p HD video capabilities made it an ideal tool for creating *Magpie's Story*. Additionally, the various lenses available for the PENTAX Q aided in artfully capturing different points of view throughout the film.

"We are happy to be able to help promote such a deserving cause and support the Animal Humane Society in its efforts to help save the lives of animals in need," said John Carlson, Sr. Manager of Sales & Marketing for PENTAX RICOH IMAGING AMERICAS CORPORATION. "This short film is sure to tug on the heart strings of anyone who views it. We hope the film will encourage individuals and families who want to bring a pet into their lives to visit their local shelters and adopt."

Magpie's Story joins several other films in PENTAX's Director's Series of short films. All of the films featured in this series were shot using PENTAX digital cameras and lenses and can be viewed on the PENTAX YouTube channel at www.youtube.com/pentaxian1. To help change the world for homeless pets visit www.lawofthepaw.org or visit www.animalhumanesociety.org. For more information on Carmichael Lynch of Minneapolis, please visit www.carmichaellynch.com.

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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