

## **PENTAX RICOH IMAGING AMERICAS CORPORATION**

### **Announces Binocular Rebates**

*Up to \$100 in rebates available for 17 PENTAX binocular models*

**DENVER, CO (August 1, 2012)** — [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) (PENTAX), announces today consumer [mail-in rebates](#) for 17 PENTAX binocular models. The rebates, which range from \$20 to \$100 depending on the model purchased, will be available on purchases made from August 1, 2012 through October 31, 2012.

“PENTAX offers a wide range of binocular products designed for birders, hunters, star gazers as well as travel and concert enthusiasts,” said John Carlson, Sr. Manager of Sales & Marketing for PENTAX RICOH IMAGING AMERICAS CORPORATION. “This new PENTAX consumer mail-in rebate makes it even more affordable to purchase the perfect binocular as a holiday gift or for your recreational needs.”

The rebate will be paid in the form of a Visa gift card which can be used anywhere Visa is accepted. For consumers to receive their PENTAX Visa Prepaid Card, simply purchase a qualifying PENTAX binocular model between August 1, 2012 and October 31, 2012 and mail in the original completed rebate form as well as the original or copy of the receipt for the purchase(s), and the original UPC barcodes(s) from the package of each qualifying product. Rebate forms will be available at the retailer where the purchase was made or via a download from the PENTAX website.

PENTAX binoculars combine bright, sharp optics with durable construction - so users can get closer to their subject quietly, quickly and precisely. To print a mail-in rebate form, visit: <http://pentaximaging.com/special-offers/> . For more information about PENTAX Sport Optics, including a full line-up of binoculars, visit: <http://www.pentaximaging.com/sport-optics> . To choose the perfect binoculars based on viewing needs, visit: <http://www.pentaximaging.com/sport-optics/binoculars/choosing-binoculars>

#### **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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