

## **Marc Newson Designed PENTAX K-01 Digital Camera to be Sold at Upscale Retailer**

*Bloomingdale's to feature the K-01 in catalogues, online, and in stores nationwide*

**DENVER, CO (August 7, 2012)** — [PENTAX RICOH IMAGING AMERICAS CORPORATION \(PENTAX\)](#), announces today that Bloomingdale's, America's only nationwide, full-line, upscale department store, will carry the Marc Newson designed PENTAX K-01 interchangeable lens (ILC) digital camera. In August, the K-01 will be featured in the Bloomingdale's "It's ON" national catalogue and will also be available for purchase at 11 Bloomingdale's locations nationwide.

The nationwide locations include:

- 59th Street - New York
- Aventura - Florida
- Bergen County - New Jersey
- Short Hills - New Jersey
- North Michigan - Chicago
- San Francisco - California
- Roosevelt Field - New York
- Century City - California
- SoHo - New York
- Santa Monica - California
- South Coast Plaza - California

Beginning in September, the K-01 camera will be available on [www.bloomingdales.com](http://www.bloomingdales.com).

"A premier and upscale department store such as Bloomingdale's is the ideal retail location for the high-style K-01 digital camera," said Mark Sherengo, Director of Digital Sales & Marketing for PENTAX RICOH IMAGING AMERICAS CORPORATION. "Bloomingdales' design-savvy, trend-setting and fashion-forward customers will appreciate the K-01 not only for its high quality image capturing and wide feature set, but also for its unique design elements."

With a contemporary yet classic style, The PENTAX K-01 mirrorless digital camera features a 16 megapixel APS-C sized CMOS image sensor with low noise image capture and multiple aspect ratios. Additionally, it includes a bright, high-resolution 3-inch LCD with 920,000 dots

and full HD 1080p video capture at 30 fps with h.264 compression (60 fps at 720p) for outstanding video capture capabilities.

Internationally known for designing a wide range of furniture and household items such as bicycles, cars, aircraft and yachts, various Marc Newson collections have been on display in [The Museum of Modern Art](#) (MoMA) in New York City as well as many other major museums.

The Yellow K-01 digital camera kit including smc PENTAX-DA 40mm F2.8 XS lens is available for \$799.95 USD and includes Marc Newson-designed packaging and the Marc Newson-designed camera strap.

Additional information is available here: [www.pentaximaging.com/news](http://www.pentaximaging.com/news) and product images are available here: [www.pentaximaging.com/press/pressfiles.html](http://www.pentaximaging.com/press/pressfiles.html). A video interview with Mark Newson regarding the K-01 design may be viewed here: [www.youtube.com/pentaxian1](http://www.youtube.com/pentaxian1)

### **About Bloomingdale's**

**Bloomingdale's** is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 37 Bloomingdale's stores and 8 Bloomingdale's, The Outlet Stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Georgia, Florida, Nevada, California, and Texas. In addition, Bloomingdale's has an international presence with a location in Dubai. Be sure to follow Bloomingdale's on [Facebook](#) or [Twitter](#), become a [Loyallist](#), and for more information, or to shop any time, visit [www.bloomingdales.com](http://www.bloomingdales.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](http://www.pentaximaging.com/news)

# # #

#### **Media Contact (for PENTAX):**

**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)

#### **Bloomingdale's National Media Relations**

Marissa Vitagliano/Katie Nida-Rovano  
212-705-2439/212-705-2443

[marissa.vitagliano@bloomingdales.com](mailto:marissa.vitagliano@bloomingdales.com)  
[katie.nida-rovano@bloomingdales.com](mailto:katie.nida-rovano@bloomingdales.com)

**PENTAX 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)