

PENTAX Announces Instant Rebates and Price Reductions

*DSLR and ILC cameras and lenses available at reduced prices through
a variety of promotions*

DENVER, CO (August 30, 2012) — [PENTAX RICOH IMAGING AMERICAS CORPORATION](#) (PENTAX), today announced instant rebates on its K-01 interchangeable lens camera (ILC) and K-30 Digital SLR (DSLR) camera. Consumers can also take advantage of instant rebates on a wide variety of PENTAX lenses as well as increased savings when lens purchases are coupled with the purchase of any PENTAX K-mount camera. Additionally, PENTAX has announced significant price reductions on the 645D medium format camera and Q interchangeable lens camera.

“As a thank you to our loyal customers, these instant rebates and price reductions are an excellent way to get a head start on holiday shopping with great savings on our digital cameras and lenses,” explains John Carlson, Sr. Manager of Sales and Marketing, PENTAX. “Whether making a gift purchase or treating yourself to the photography equipment you’ve been wishing for, these great savings on various PENTAX digital cameras and lenses are available immediately at the time of purchase.”

The instant rebates on the purchase of a K-01 are being offered from September 1, 2012 through September 30, 2012 and range from \$200 - \$300 depending on the type of K-01 kit purchased. Customers who purchase the K-30 between September 1, 2012 and October 31, 2012 will receive a \$50 instant rebate. Additionally, PENTAX is offering instant rebates ranging from \$50 - \$100 on a variety of DA and DA* lenses through December 31, 2012. For even greater savings, lens rebate amounts will double when combined with the purchase of any PENTAX K-mount DSLR or ILC.

In addition to the instant rebates, PENTAX has also reduced the price of the 645D medium format digital camera, as well as its Q compact ILC model. The 645D has been reduced from \$9,995.95 to \$8,795.95, which amounts to a savings of \$1,200. The Q has been reduced by \$150 - \$200 (\$399.95 - \$649.95) depending on the type of kit purchased.

To download more information on the instant rebate offerings, visit: <http://pentaximaging.com/special-offers/>. For more information on the PENTAX K-30 and K-mount cameras, visit: <http://www.pentaxwebstore.com/category/digitalslr>. To learn more about the K-01 and Q ILC cameras, visit: <http://www.pentaxwebstore.com/category/hybridcameras>. For details on the complete line-up of PENTAX lenses, visit: <http://www.pentaxwebstore.com/category/lenses>.

Product images are available here: www.pentaximaging.com/press/pressfiles.html.

** The PENTAX DA* series of high grade lenses feature the highest quality components and construction. DA* lenses also feature the quiet SDM focus system, and a tightly sealed weather and dust resistant construction to enhance durability and reliability in rainy or dusty conditions.*

♦K-30, K-01, 645D and Q are trademarks of PENTAX RICOH IMAGING COMPANY, LTD.

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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