

Ned Bunnell to Retire as President of PENTAX RICOH IMAGING AMERICAS CORPORATION; James Malcolm Assumes Responsibilities as Executive Vice President

Noboru Akahane to Become New President of "Americas"

Denver, CO (September 12, 2012) – Noboru Akahane, President of PENTAX RICOH IMAGING, Tokyo, Japan today announced several management changes at its U.S. subsidiary, PENTAX RICOH IMAGING AMERICAS CORPORATION, based in Denver, Colorado.

Current president, Ned Bunnell, will retire effective September 30th. “We appreciate Ned’s considerable contributions and leadership of the PENTAX operations in the U.S. over the past 7 years. He has helped revitalize the PENTAX brand and re-establish our relationship with key retailers both in the photo specialty channel and larger national chain stores and we wish him well,” said Mr. Akahane.

Effective October 1st, Mr. Akahane will be appointed President of PENTAX RICOH IMAGING AMERICAS CORPORATION in addition to his current role as president of PENTAX RICOH IMAGING, Tokyo, Japan.

Also effective October 1st, Mr. Akahane announced the appointment of James Malcolm as Executive Vice President of PENTAX RICOH IMAGING AMERICAS. Mr. Malcolm will report directly to Mr. Akahane and he will be responsible for the leadership and operations of the U.S. subsidiary.

Most recently Mr. Malcolm has been working with Ricoh Company, Ltd. in Japan on the post-acquisition integration of PENTAX on a global basis. His insight and experience have set the direction and provided the vision needed to initiate management changes, including compliance with merger strategies.

“We are very pleased that Jim has joined the PENTAX RICOH team. He brings a wealth of knowledge to our camera business, accumulated from years in the photo industry,” said Mr. Akahane, “His knowledge of photographers’ needs, his proven business acumen, understanding of technology and insight into consumer trends are invaluable to our future.

“Given the market opportunity, North America is very important to our business,” explains Mr. Akahane. “There are a core group of PENTAX and RICOH fans here and we are confident to deliver high-quality products that will not only satisfy our current customers but also attract new customers through innovation and support of Ricoh’s global brand.”

PENTAX Announces U.S. Management Changes

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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