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NIKON FOCUSES ON EXCEPTIONAL IMAGE QUALITY AT SUPER-TELEPHOTO FOCAL LENGTHS WITH NEW AF-S NIKKOR 200-400mm f/4G ED VR II HIGH POWER PROFESSIONAL ZOOM LENS

MELVILLE, N.Y. (April 27, 2010) – Today, the evolution of the super telephoto lens continues as Nikon Inc. announced the new AF-S NIKKOR 200-400mm f/4G ED VR II lens which delivers optical excellence and stunning image quality for professional photographers. Ideal for bringing to life exquisite detail for sports, nature and travel photography, this new lens affords a constant maximum aperture of f/4 and rugged construction for maximum versatility. Continued refinements and new technologies such as Vibration Reduction (VR) II, Nano Crystal Coat, and optimized autofocus (AF) modes enhance functionality and improve performance for discerning FX and DX-format photographers.

“The AF-S NIKKOR 200-400mm lens builds upon a proven design for professional level optics by incorporating the latest Nikon lens technologies to give photographers the edge in the field, and the ability to capture the most intricate of details with extraordinary fidelity,” said Lisa Osorio, general manager of Marketing at Nikon Inc. “As both camera capabilities and the roles of photographers expand, NIKKOR enhancements will continue to meet demands and exceed expectations to remain the pinnacle of optical excellence for all types of photographers.”

Whether photographing the decisive play at home plate or predators of the Serengeti, the 200-400mm f/4 lens is an essential tool for photographers who require long focal lengths and maximum versatility without sacrificing image quality. The 200-400mm lens benefits from the addition of Nikon’s proprietary Nano Crystal Coat to reduce instances of ghosting and flaring. The result is unparalleled clarity and sharpness in challenging lighting environments typical to sports venues or harsh sunlight.

Additionally, this new NIKKOR lens features Nikon VR II image stabilization, which is specifically engineered for each lens for maximum performance. VR II is a valuable asset to those shooting photos or HD video, as image blur introduced by camera shake and telephoto magnification is significantly reduced. Users are able to shoot up to four stops* slower than otherwise possible, overcoming many of the challenges of handheld shooting with such extreme focal lengths. VR functionality is further augmented with Automatic Panning Detection and an Active VR Mode to help compensate for movement from an unstable position such as a moving vehicle. Additionally, VR is always engaged when shooting in the D-Movie mode on select Nikon D-SLRs, helping to stabilize HD video capture.

The new 200-400mm f/4 lens features a host of professional focusing features to further enhance functionality. Photographers can now select from three focus modes to match shooting conditions, including manual mode (M) and autofocus with manual override (M/A) mode, and new A/M mode which is used to avoid cancelling the AF setting by unintentionally moving the focus ring while shooting. The M/A and A/M focus modes enhance AF control with fast, secure switching from automatic and manual focus to adapt to personal shooting preference and techniques. Additionally, photographers can activate the AF Recall Mode at the press of a button that allows for instant return to a predetermined point of focus to confidently capture anticipated shots.

This professional lens is constructed of die-cast magnesium for maximum durability and is sealed to resist dust and moisture, with protective Meniscus glass to safeguard the lens' front element. The optical formula features four Extra-low Dispersion (ED) glass elements for superior sharpness, color and image quality, while minimizing chromatic aberration. The lens also features Nikon's exclusive Silent Wave Motor (SWM) technology, which enables high-speed autofocus performance with exceptional accuracy and powerful, super-quiet operation. Nikon's Super Integrated Coating further suppresses flare and offers superior color consistency throughout the frame.

Price and Availability

The AF-S NIKKOR 200-400mm f/4G ED VR II lens is scheduled to be available at Nikon authorized dealers in late May 2010 with an estimated selling price of \$6,999.95**. For more information, please visit www.nikonusa.com.

About the NIKKOR brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the new ultra-wide 10-24mm to the super telephoto 600mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

About Nikon

Nikon, At the Heart of the Image™. Nikon Inc. is the world leader in digital imaging, precision optics and photo imaging technology and is globally recognized for setting new standards in product design and performance for its award-winning consumer and professional photographic equipment. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; Nikon COOLPIX® compact digital cameras; COOLSCAN® digital film scanners; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics. For more information, dial (800) NIKON-UX or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities.

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**As determined in Nikon performance tests*

***Estimated selling price listed is only an estimate. Actual prices are set by dealers and are subject to change at any time.*