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NIKON PUSHES INTO PRIMETIME WITH NEWEST AD CAMPAIGN SHOT BY ACADEMY AWARD NOMINATED CINEMATOGRAPHER

"Man of Action" Spot Stars the Versatile Nikon D5100 D-SLR in Front of and Behind the Lens

MELVILLE, N.Y. (June 1, 2011) – Hollywood leading man, producer and social media champion Ashton Kutcher has once again provided his talents for the latest Nikon advertising campaign, set to begin running May 30, 2011 on U.S. television networks across the country. Kutcher stars in two new commercials for the Nikon D5100 D-SLR and the latest series of ultra-fun, long zoom COOLPIX models.

"Nikon's stylish, edgy and fun approach continues to shine through and appeal to a wide variety of customers for both D-SLR and COOLPIX compact digital cameras," says Lisa Baxt, senior communications manager for Nikon Inc. "We are excited acclaimed Director of Photography Matthew Libatique shot our "Man of Action" D-SLR spot with the Nikon D5100. All elements of this DSLR campaign were shot with the Nikon D5100 demonstrating its high quality photo and HD movie capabilities."

The D5100 campaign's initial run will be from May 30 through the end of June on a variety of national primetime programming on the ABC and FOX networks. The commercials can also be seen on a number of prime cable networks, including Bravo, Food Network, History Channel, National Geographic Channel and HGTV.

Man of Action (:30 and :60)

The "Man of Action" spot for the new Nikon D5100 features Kutcher as the hero in an action sequence, ready to go toe-to-toe with the villain when things don't quite go as planned. Cinematography was directed by award-winning Director of Photography Matthew Libatique, ASC (*Black Swan, Iron Man*), and the entire spot was filmed in full HD (1080P) using the Nikon D5100.

"As a cinematographer, I enjoy working with the latest gear to push the boundaries of what's creatively possible with a camera," says Matthew Libatique, ASC. "The D5100 is a consumer camera that delivers excellent HD video quality. It was fun working with it on a commercial shoot and it delivered on giving the piece a new look."

The Nikon D5100 is a versatile D-SLR camera that lets consumers unleash their creative potential with smart features like a 3-inch rotating LCD and the unique Effects mode that can be applied to photos and video.

Sightseeing in Malibu (:30)

The additional TV spot, "Malibu" features Kutcher soaking in the beautiful sights of the Pacific Coast with Nikon's latest COOLPIX superzoom cameras, the P500, S9100 and L120. With powerful zoom lenses ranging to 36X, it's a recipe for hilarity.

As illustrated in the spot, the Nikon COOLPIX P500 is a full-featured compact digital camera with an expansive 36x wide angle zoom ideal for shooting in tight indoor places or out in a great open space. Its smaller pocketable sibling, the COOLPIX S9100 is a sleek and stylish digital camera with a powerful 18x wide-angle zoom lens designed to capture razor-sharp results even in low light. The L120, also featured, is the ideal camera for the active family, featuring a powerful 21X optical zoom and easy-to-use features to record memories from almost any distance.

To view these campaign spots and behind the scenes footage, simply visit www.nikonusa.com/Ashton. For more information on these products, please visit www.nikonusa.com.

About Nikon

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