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**NIKON CONTINUES TO HELP EMERGING PHOTOGRAPHERS GAIN VALUABLE CAREER EXPERIENCE
AT BARNSTORM XXIV**

*Nikon Sponsors the 24th Eddie Adams Workshop to Support 100 of the World's Most Promising
Young Photojournalists*

JEFFERSONVILLE, N.Y. (Oct. 5, 2011) - From October 7-10, Nikon will sponsor 100 of the world's most promising and talented young photojournalists in upstate New York for the 24th Annual Eddie Adams Workshop, also known as "Barnstorm." As in years past, renowned and award-winning professional photographers and photo editors will mentor the handpicked selection of students during the intense and instructive four-day workshop.

To prepare Barnstorm participants for the ever-changing world where multimedia content is becoming more prevalent each and every day, students will have the opportunity to use Nikon's extensive professional digital SLR camera system, including a full complement of NIKKOR lenses and accessories to push the boundaries of content capture and sharing.

"The Eddie Adams Workshop has established a legacy of producing some of the world's finest photojournalists, and Nikon is proud to have been a sponsor from the beginning, 24 years ago." said Bill Pekala, general manager of Nikon Professional Services and Eddie Adams Workshop board member. "At the end of the day, the quality of the image is what matters, and Nikon is honored for the opportunity to provide this elite group of carefully selected students with access to Nikon's extensive line of professional cameras and optics for capturing still and motion pictures - the same gear used by many working professionals in every part of the world."

The students' learning experience is tailored around the ever changing and evolving digital industry. During the workshop, participants will have full access to a state-of-the-art digital photo and multimedia studio equipped with all of the latest technologies. Nikon technical experts will be available onsite to offer advice and guidance to the students. Additionally, Nikon will provide access to professional camera equipment such as the D3X, D3S, D700, D300S and D7000, allowing these students to capture the world around them in stunning detail and clarity. Students will also benefit from the experience and advice of

legendary professional mentors, including those from some of the world's most well known photojournalism publications.

During the workshop, the Barnstorm students are divided into 10 teams, with each team paired with a photographer, an editor and a researcher. Each day consists of hands-on activities such as shooting and editing, as well as speeches and panel discussions from industry veterans. Over the course of the workshop, students are exposed to many types of photography, including photojournalism, fine art photography, studio portraiture, underwater work, long-term projects and conflict photography.

In addition to sponsoring Barnstorm, Nikon will present the Eddie Adams' Nikon Equipment Scholarship to the top student from the workshop. A panel of judges will select a student based on the work he or she presents during the workshop, and that student will receive an assortment of professional Nikon camera gear ideally suited to a career as a photojournalist. This kit will include the renowned D3S D-SLR, SB-900 Speedlight, and the versatile combination of the 24-70mm f/2.8 and 70-200mm f/2.8 VR NIKKOR lenses.

"The modern photojournalist has to be creative enough to expertly adapt to an ever-changing and expanding world of publications and mediums, from photo to video, from print to online and everything in between," said Alyssa Adams, executive director, Eddie Adams Workshop. "It is especially gratifying that Lung Liu, a Vietnamese refugee, was the 2010 Nikon award winner. Eddie Adams championed the Vietnamese Boat People with his Boat People photos that were presented to Congress, influencing a movement to allow Vietnamese refugees into the U.S."

About Barnstorm: The Eddie Adams Workshop

Now in its 24th year, the purpose of the Eddie Adams Workshop is to create a forum where the exchange of ideas, techniques, and philosophies can be shared between both established members and newcomers of the profession of picture journalism. The workshop is a tuition-free, invitation-only event. Attendees are portfolio-selected by the Eddie Adams Workshop Board of Directors. For more information, please visit www.eddieadamsworkshop.com.

About NPS

Nikon Professional Services provides valuable assistance for pros in every segment of the photography field, including newspaper, industrial, police and forensic, medical photography, commercial studios and even special movie productions. NPS is also available to work with national photographic organizations offering advice and assistance, demonstrations of the latest Nikon products, and lectures on various photography topics. NPS is also well known as a resource for professional photographers at various field events. For more information on NPS and membership requirements for the program, please visit www.nikonpro.com.

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; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the new Nikon 1 advanced camera with interchangeable lens system. In 2011, production of NIKKOR lenses surpassed 60 million, creating a new milestone in Nikon's heritage of superior optics. For more information, dial (800) NIKON-US or visit

<http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on Facebook at <http://www.facebook.com/nikon> and get the latest news and information from Twitter by following @Nikon_USA.

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