



FOR IMMEDIATE RELEASE

Press Contacts: MWW Group

Geoff Coalter E: gcoalter@mww.com

Matt Kopacz E: mkopacz@mww.com

P: 201.507.9500

press.nikonusa.com

GET CLOSER TO CLARITY: THE NEW NIKON AF-S DX MICRO NIKKOR 40mm f/2.8G BRINGS FAST MACRO ABILITY TO DX-FORMAT SHOOTERS

Images Packed with Stunning Detail and Amazing Sharpness Have Never Been So Near

MELVILLE, N.Y. (July 12, 2011) – Nikon Inc. today introduced the new lightweight and versatile AF-S DX Micro NIKKOR 40mm f/2.8G lens to provide Nikon DX-format shooters macro capabilities at an affordable price point. Ideal for intimate details or general portraiture, the new AF-S DX Micro NIKKOR 40mm f/2.8G lens has a minimum focusing distance of just 0.53 feet (6.4 inches) to allow users to capture extreme close-up photographs and High Definition (HD) video with a life-size 1:1 reproduction ratio.

“This new NIKKOR lens is an ideal accessory lens for those who are ready to explore a totally new perspective, whether it’s extreme close-up detail or general still images and movies with flattering out of focus elements,” said Lisa Osorio, general manager of marketing at Nikon Inc. The new Micro NIKKOR lens delivers new and added versatility to the Nikon DX-format digital SLR system and provides DX-format shooters with compact optics that deliver excellent color reproduction and stunning sharpness.”

Weighing in at approximately nine ounces, the extremely compact and lightweight lens is an ideal “next” lens to complement any DX-format shooter’s growing D-SLR kit. The natural focal length (60mm, FX equivalent) and large f/2.8 aperture are ideal for a wide variety of applications, whether capturing close-up details in flowers and insects or shooting flattering portraiture with a pleasing bokeh.

For fast and whisper quiet autofocus operation, the new Nikon 40mm Micro lens also features Nikon’s exclusive Silent Wave Motor technology, which allows photographers to get even closer without disturbing a subject. For complete control, the AF-S DX Micro NIKKOR 40mm offers users both manual-priority autofocus (M/A) and manual focus (M) modes to quickly and easily switch focus modes on the fly. To help ensure amazing lens performance at close distances, this new lens employs Nikon’s Close-Range Correction System. With this system, the lens elements are configured in a “floating” design wherein each lens group moves independently to help achieve critical focus. Additionally, Nikon’s Super Integrated Coatings are applied to help reduce instances of lens flare and ghosting. The seven blade diaphragm also helps to create a more natural out of focus component.

The versatile and compact nature of the AF-S DX Micro NIKKOR 40mm f/2.8G lens combined with its affordability make it a great travel companion for any DX-format D-SLR, including the new Nikon D5100 and popular D3100.

Price and Availability

The versatile AF-S DX Micro NIKKOR 40mm f/2.8G will be available in August for an estimated selling price* of \$279.95. 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 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; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics. 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.

###

**Estimated selling price listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time*