



Press Contacts: MWW Group
Matt Kopacz
mkopacz@mww.com
201-507-9500
Robin Theis
rtheis@mww.com
212-704-9727
press.nikonusa.com

NIKON'S MY PICTURETOWN PHOTO STORAGE AND SHARING EXPERIENCE IS ENHANCED WITH APPEALING NEW FEATURES FOR EFFORTLESS PHOTO SHARING AND MANAGEMENT

New PhotoMovie Lets Consumers Create and Share Their Favorite Images Set to Music Just in Time for the Holiday Season

Melville, N.Y., October 12, 2010 – Today, Nikon Inc. launched a new version of its image sharing and storage service, *my Picturertown* (www.mypicturertown.com), with improved sharing and creativity tools. The site features design, navigation and functionality improvements to enhance the user's overall photo and video experience.

Among the new features is the PhotoMovie function that allows *my Picturertown* members to create a dynamic slide show of photos that can be combined with text, music, and special effects. This service allows users to include their favorite memories in a PhotoMovie that can be easily shared with friends and family through email or popular social networks. The tool is a unique alternative to posting single pictures and adds the ability to tell a story and share memorable moments through multiple photos, captions, and royalty-free music available on the site.

Other improvements include a redesigned homepage, an enhanced "My Photos" page, and the option to add designs to shared albums. Once logged in, a member's homepage can be decorated with a random assortment of previously uploaded photos for a personal touch that continues to entertain as more photos are uploaded. Members can also access and share their photos stress-free with the improved "My Photos" page, which now lets users view thousands of photos on one page, organize photos with a simple drag-and-drop operation, and share photos through a Facebook uploading function. Members can also personalize their online albums with 18 design options to share with family and friends.

"Nikon's new *my Picturertown* is providing a new way to enjoy digital photography by helping users easily store, organize, and share memorable moments online," said Lisa Baxt, Nikon's senior manager of marketing communications. "Members will especially enjoy the new PhotoMovie function for sharing vacations, special events, parties, and holiday images with friends and loved ones or their social networks."

Nikon's my Picturetown is a free service for consumers storing and sharing two gigabyte's (2GB) worth of their photos and videos and offers *Gold* account paid membership for storage capacity of 20GB to 200GB. New and existing free account members have the opportunity to create one free PhotoMovie and *Gold* account members can create and share an unlimited amount of PhotoMovies.

Throughout the holiday season Nikon will offer special incentives and promotions for new account members and create opportunities for consumers to contribute to photo sharing on the *my Picturetown* site.

About my Picturetown

Since its launch three years ago, *my Picturetown* has been helping its members share, store, and enjoy their digital photos. Memberships have grown to nearly 1,000,000 and are currently expanding with the continued development of *my Picturetown's* functions and services. Users have the option of activating a free account enabling them up to two gigabytes (2GB) of storage or purchasing a Gold membership with a fee charge* that allows up to 200GB storage in units of 20GB each. To sign up for *my Picturetown*, please visit www.mypicturetown.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; 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.

*Charge varies by country and region

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