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NIKON PHOTO CONTEST INTERNATIONAL 2010-2011 ANNOUNCEMENT OF WINNERS

Over 60,000 Entries From 153 Countries and Regions Were Submitted

MELVILLE, NY (August 11, 2011) – Nikon Corporation is pleased to announce the selection of the award winners for the Nikon Photo Contest International (NPCI) 2010-2011.

The Nikon Photo Contest International, first held in 1969 and staged every other year, is one of the world's largest and most prestigious photo contests. Nikon sponsors the Nikon Photo Contest International to provide a venue for professional and amateur photographers around the world to communicate and share their images, and to contribute to the enrichment and further development of photographic culture.

The 33rd contest invited submissions in two categories under the themes of "Free Subject" and "Energy." Roughly 23,000 photographers from 153 countries and regions submitted over 60,000 photographs. Overall, this year's contest marks the largest photo contest to be held to date, in terms of the number of submissions and the number of entrants. Additionally, the cultural diversity of the entrants continues to expand with each staging of the contest.

The photograph selected as the Grand Prix Award winner from among this large number of submissions was "Learning to Fly" by Debarshi Duttagupta of India. In addition to the Grand Prix Award winner, which was singled out as the best of the best, a total of 53 award winners were chosen. The photos of the award winners are currently displayed on the Nikon Photo Contest International 2010-2011 Judging Results page (<http://www.nikon-npci.com>).

When describing his award winning photo, Debarshi Duttagupta explained, "This shot was taken in Varanasi, India. The sheer energy created by the diver was truly fascinating. This was an experience of a lifetime, for which the true feeling cannot be expressed in words, although it can definitely be expressed through my camera."

"The winning photo captures a precious moment that conveys the story of a small fishing village through activities that have been repeated daily for generations. One might even sense a touch of sadness, as people the world over react in similar fashion to the nostalgic pangs experienced at sunset," said Hiromi Tsuchida, Chief of Judges, Nikon Photo Contest International. "The key to this photo's success is in its capturing that magical moment of beauty as evening slips into night."

A mini gallery is also planned for the site. This gallery will introduce works other than those submitted for the contest by the Grand Prix Award and Young Photographer Award winners, as well as the runners-up. Also scheduled is an exhibition of the winning photographs from the Nikon Photo Contest International 2010-2011.

- Tokyo: Wednesday, August 31 - Tuesday, September 13 at Ginza Nikon Salon
- London: Monday, September 12 - Saturday, October 8 at Getty Images Gallery
- Osaka: Thursday, October 6 - Wednesday, October 19 at Osaka Nikon Salon.

For more information about the Nikon Photo Contest International or to view the award winning photos, please visit <http://www.nikon-npci.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. 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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