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**NIKON TO SPONSOR JOE MCNALLY'S "FACES OF GROUND ZERO - 10 YEARS LATER"  
EXHIBIT AT TIME WARNER CENTER**

*More Than Fifty Life-Size Portraits, Exclusive Photos and Video Revealing Stories of Real Life Heroes*

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**MELVILLE, NY (August 16, 2011)** – Nikon Inc. is the exclusive photographic equipment sponsor of the "Faces of Ground Zero – 10 Years Later" exhibit at the Time Warner Center in New York. The free exhibit, marking the 10<sup>th</sup> Anniversary of 9/11, will take place from August 24 to September 12, 2011. The exhibit features more than fifty images and videos by internationally acclaimed photographer, Joe McNally, that bring to life some of the extraordinary individuals personally impacted by the events of 9/11.

Based on McNally's renowned "Faces of Ground Zero, Portraits of the Heroes of September 11, 2001," this updated special exhibition will feature original life-size portraits, along with new digital images and exclusive video interviews shot with the latest Nikon cameras, revealing where the subjects are today and how 9/11 indelibly affected their lives.

"Nikon is proud to be a sponsor of the 'Faces of Ground Zero – 10 Years Later' exhibition," said Bo Kajiwara, Director of Marketing, Nikon Inc. "The still images and videos shot by Joe McNally document in compelling detail a very significant event in recent history and are vivid, powerful reminders of the human spirit."

The exhibition includes portraits and video of everyday people such as firefighters and other uniformed rescuers, families of victims, survivors, caregivers, politicians and students from nearby schools. Some of the individuals honored in this exhibition include Firefighter Louie Cacchioli, Josephine Harris and Ladder 6 and Chef Michael Lomonaco as well as former New York City Mayor Rudolph Giuliani.

"It's been a truly amazing experience to recreate this exhibition," said McNally. "It's an honor to be able to visually tell the ongoing stories of the incredible people I first met 10 years ago that continue to be an inspiration every day."

Joe McNally is one of the most widely acclaimed photographers in the world and has been a Nikon shooter throughout his career. He is globally recognized as one of the most accomplished masters of light and color and has inspired a world of photographers with Nikon's Creative Lighting System. McNally's international photography career includes time as a staff photographer for LIFE Magazine and

a contributor to National Geographic for over 23 years. He has also shot cover stories for TIME, Newsweek, Fortune, New York, Entertainment Weekly, The New York Times Sunday Magazine, Sports Illustrated, LIFE and Men's Journal.

McNally's 2002 tour, "Faces of Ground Zero," was seen by an estimated one million people. The collection and sales of related books helped raise more than \$2 million for 9/11 relief efforts.

Joe McNally's "Faces of Ground Zero – 10 Years Later" exhibition will be held at the Time Warner Center in New York City from August 24 to September 12, 2011. The exhibition is open from 10:00 a.m. to 9:00 p.m. Monday – Saturday and from 11:00 a.m. to 7:00 p.m. on Sunday. Admission is free and open to the public.

### **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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