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NIKON HELPS YOUNG PHOTOGRAPHERS GAIN VALUABLE CAREER EXPERIENCE AND PREPARE FOR AN EVOLVING MEDIA LANDSCAPE AT BARNSTORM XXIII

Nikon Supports 100 of the World's Most Promising Young Photojournalists Through Sponsorship of the Lucie Award Winning Eddie Adams Workshop

JEFFERSONVILLE, N.Y. (Oct. 6, 2010) - From October 8-11, Nikon will sponsor 100 of the world's most promising young photojournalists in upstate New York for the 23rd Eddie Adams Workshop, also known as "Barnstorm." Renowned and award-winning professional photographers and photo editors will mentor the handpicked selection of students during the intense four-day workshop. The Eddie Adams Workshop is also being honored with the Visionary Award during the Eighth Annual prestigious Lucie Awards Ceremony.

To prepare Barnstorm participants for an ever-changing world where multimedia content is becoming more prevalent 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 push the boundaries of content capture with the professional grade D-SLR cameras.

This year, the Eighth Annual Lucie Awards will honor the Eddie Adams Workshop at its Lincoln Center gala on Wednesday, October 27, 2010. Hosted by the non-profit, charitable Lucie Foundation, the awards recognize photographers and organizations that have made significant contributions to the advancement of photography. This year, the workshop will be presented with the Visionary Award.

"The Eddie Adams Workshop has established a legacy of producing some of the world's finest photojournalists in its more than two decades of existence, and Nikon is proud to continue the longstanding tradition of engaging tomorrow's photographers with industry veterans willing to share their experience and wisdom." 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 - the same gear used by many working professionals in every part of the world."

To tailor the learning experience to the evolving digital industry, participants have access to a state-of-the-art digital photo and multimedia studio with all of the latest technologies. Nikon technical experts will be available onsite to offer advice and guidance. Additionally, Nikon will provide access to professional camera equipment such as the D3S, D3X and D300s, 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 individuals from 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 the 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. "The Eddie Adams Workshop has a long standing tradition of bringing together the best photographic talent, while Nikon provides students with the best tools to explore all the new media possibilities."

About Barnstorm: The Eddie Adams Workshop

Now in its 23rd 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;

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.

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