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NIKON'S NEW AF-S DX NIKKOR 18-140MM F/3.5-5.6G ED VR LENS AND SB-300 SPEEDLIGHT HELP PHOTOGRAPHERS CAPTURE THE BEAUTY IN EVERY SHOT

Versatile New DX-format Zoom Lens and Compact Speedlight Help Photographers to Creatively Capture with Clarity and Precision

MELVILLE, N.Y. (August 6, 2013) – Today, Nikon Inc. announced the new AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR lens and the compact SB-300 Speedlight, both versatile and exciting tools to help capture amazing images and HD video. Ideal for shooting everything from portraits to landscapes, the 18-140mm f/3.5-5.6G ED VR presents a great zoom lens option for DX-format D-SLR users. Sporting Vibration Reduction (VR) image stabilization, users will be able to capture sharp handheld photos and videos in a variety of shooting scenarios. The SB-300 provides a compact and easy-to-use adjustable Speedlight option for photographers who want to explore creative lighting at an affordable price point.

“Nikon’s system accessories are designed to let the user capture their memories in vibrant detail and tell compelling stories through imagery and HD video,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “While the new 18-140mm lens presents a versatile and powerful lens option for DX-format shooters, the SB-300 Speedlight introduces the benefits of flash photography to a wide range of users, specifically those who use either Advanced Performance COOLPIX or D-SLR cameras.”

The 18-140mm f/3.5-5.6G ED VR: A Versatile Zoom Lens for DX-Format Shooters

A valuable and practical asset for everyday photographers and enthusiasts, Nikon’s newest lens features a 7.8x zoom range that helps capture beautiful images and HD video from a variety of focal lengths. Whether shooting portraits, landscapes, travel or architecture, the 18-140mm offering delivers astounding image quality when shooting wide-angle or far-away telephoto. Equipped with VR image stabilization, the lens also features four stops* of VR image stabilization, helping to ensure sharp photos and video even in low-light situations or while handheld.

The AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR lens is built upon core NIKKOR technologies designed to render photos and HD video with the utmost clarity and color reproduction. Constructed with one ED glass element and one aspheric lens element, the 18-140mm lens sports a seven-blade diaphragm for natural image blur and a Silent Wave Motor (SWM) that provides quiet and precise AF operation.

Additionally, photographers can operate the lens using one of two focus modes, M/A (AF with manual override) and M (manual) for complete control.

The SB-300: Illuminate Creative Possibilities

The SB-300 Speedlight is small enough to fit comfortably into a shirt pocket yet it is built for the user looking to take flash photography to the next level. Providing more power and coverage than a built-in flash, the versatile and portable SB-300 is a simple and valuable lighting accessory compatible with both Nikon D-SLR and Advanced Performance COOLPIX cameras. This new Speedlight covers a wide-angle 18mm in DX-format and operates via simple on-camera controls, making it easy for beginner photographers to use light to their advantage.

The SB-300 tilts up 120 degrees, allowing for the use of creative bounce flash to soften shadows and diffuse the flash, resulting in more flattering portraits and even exposures. For additional convenience, the firmware is upgradable through supporting D-SLRs, and this Speedlight is powered by two AAA batteries. Additionally, the SB-300 features thermal cut-out protection to prevent overheating when capturing rapid flash images in succession.

Price and Availability

The AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR lens will be available in late August 2013 for suggested retail price (SRP) of \$599.95**. The SB-300 will also be available in late August 2013 for a suggested retail price (SRP) of \$149.95**. For more information on NIKKOR lenses and accessories as well as other Nikon products, 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 new super telephoto 800mm 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 as well as the Nikon 1 advanced camera with interchangeable lens system. Nikon Corporation, the parent company of the Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 80 million NIKKOR lenses in 2013, 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 [@NikonUSA](https://twitter.com/NikonUSA).

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**Based on CIPA Standard. This value is achieved when DX-format compatible lenses are attached to a DX-format digital SLR camera and zoom lenses are set at the maximum telephoto position.*

***SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.