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**NIKON CONTINUES POPULAR SERIES OF F/4 LENSES WITH THE ADDITION OF THE NEW FX-FORMAT
AF-S NIKKOR 70-200mm f/4G ED VR TELEPHOTO ZOOM LENS**

The AF-S NIKKOR 70-200mm f/4G ED VR Telephoto Zoom Lens is Nikon's First Lens with up to Five Stops of Image Stabilization; Offers Outstanding Performance and Superior Image Quality

MELVILLE, N.Y. (October 24, 2012) – Today, Nikon Inc. announced the newest addition to its legendary NIKKOR line of lenses, the AF-S NIKKOR 70-200mm f/4G ED VR telephoto zoom lens that provides a popular and versatile focal length and a constant f/4 aperture for full frame FX-format photographers. The 70-200mm f/4 is the first NIKKOR lens to feature the third generation of Nikon's Vibration Reduction (VR) technology to meet the still image and video demands of advanced photographers and videographers.

"With the new AF-S NIKKOR 70-200mm f/4, Nikon offers enthusiasts an essential telephoto zoom lens capable of amazing clarity and control, at a price point that's easily attainable," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc., "With the introduction of Nikon's third generation of VR technology, the AF-S NIKKOR 70-200mm f/4 lens offers superior performance and stunning image quality whether shooting beautiful stills or HD video in challenging lighting conditions."

Legendary Image Quality and Performance

In an expansion of Nikon's f/4 series of NIKKOR lenses, the AF-S NIKKOR 70-200mm f/4 is an uncompromising telephoto zoom lens ready for real-world creative applications by professionals and enthusiasts including sports, portraiture and wildlife shooting. Smaller and lighter than Nikon's AF-S NIKKOR 70-200 f/2.8 lens, this 70-200mm f/4 lens offers a valuable alternative that maintains the superior image quality and lightning quick performance photographers have come to expect from Nikon.

Additionally, Nikon's newest lens is the first to feature VR image stabilization technology that is able to vastly reduce camera shake and blur by offering the equivalent shutter speed of approximately five stops slower than otherwise possible. Now users are able to shoot confidently in lower light or while handheld to deliver razor sharp images and smooth HD video.

When used alongside the Nikon D4, D800 series and D600 D-SLR cameras, 70-200mm f/4 lens users can take advantage of Nikon professional grade teleconverters to increase the focal length without sacrificing AF and VR abilities. By utilizing the camera's cross-type focus points at f/8 and below, users

can effectively double the focal length of this f/4 lens to 400mm and still retain the AF ability to capture clear subjects at an even greater distance.

Constructed from 20 optical elements in 14 groups, the AF-S NIKKOR 70-200mm f/4 maintains several core Nikon technologies including the exclusive Nano Crystal Coat to significantly reduce instances of ghosting and flaring. In addition, Nikon's Silent Wave Motor (SWM) provides quiet and responsive autofocus (AF) operation. The lens also features two versatile focus modes, M/A (autofocus with manual override) and M (manual focus) to adapt to a users shooting preferences. The AF-S NIKKOR 70-200mm f/4 achieves the top class feel, superior operability and solid handling that only NIKKOR glass can offer.

Price and Availability

The AF-S NIKKOR 70-200mm f/4G ED VR will be available in late November 2012 for a suggested retail price (SRP) of \$1,399.95*. Nikon also offers an optional Tripod Collar, available in the near future for a suggested retail price (SRP) of \$223.95*. For more information on this and other NIKKOR lenses, as well as other Nikon products, please visit www.nikonusa.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 as well as the new Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 70 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 @NikonUSA.

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**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.*