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**THE LATEST ADDITIONS TO THE NIKON COOLPIX LINE OFFER AN EASY AND FUN SHOOTING EXPERIENCE  
FOR CONSUMERS SEEKING A VALUE**

*The New COOLPIX S5200 and COOLPIX L28 Capture Gorgeous Stills and HD Video with Ease*

**MELVILLE, N.Y. (January 28, 2013)** – Today, Nikon Inc. introduced two budget friendly additions to its COOLPIX line that offer a compact, intuitive design for value-seeking consumers who want to capture high quality stills and HD video. With an emphasis on simplicity, alongside helpful in-camera editing and shooting controls, the new COOLPIX S5200 and COOLPIX L28 are ideal for capturing life’s everyday moments, anytime, anywhere.

“Nikon’s newest COOLPIX cameras combine Nikon’s renowned image quality and superior technology in conveniently slim bodies for those who love to share their memories,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience. “These new COOLPIX cameras are affordable, yet offer classic user-friendly features like Best Smile Selector and Easy Auto Mode, ideal for customers looking to capture high-quality images with ease.”

**The Nikon COOLPIX S5200: The Camera for Staying Connected**

The COOLPIX S5200 is a versatile camera with a 16.0-megapixel backside-illuminated (BSI) CMOS sensor that captures high-quality images and video, even in low-light conditions. Featuring a wide-angle 6x (26mm to 156mm) optical zoom-NIKKOR glass lens, the compact and slim S5200 ensures crisp, detailed images in a pocketable body. Images and videos can be uploaded and shared instantly using the camera’s built-in Wi-Fi® capabilities<sup>1</sup>, allowing users to share images and videos with compatible smart devices via the Wireless Mobile Adapter Utility application<sup>1</sup>.

While sharing photos is fun, the COOLPIX S5200 makes creating flattering photos easy. Users have access to simple editing and shooting features including Best Smile Selector, a tool that automatically helps select the shot that best compliments the subject. In addition, an upgraded version of Glamour Retouch lets the user brighten faces using a variety of retouch effects. All shooting features, including Quick Effects and Target Finding AF, are accessible using the camera’s simple yet intuitive 3-inch TFT LCD monitor.

### **The Nikon COOLPIX L28: A Compact Camera for Everyday Life**

The 20.1-megapixel COOLPIX L28 features easy-to-use shooting functions and streamlined operation that allow users to capture unique and expressive photos and videos effortlessly. Equipped with a 5x optical zoom (26mm to 130mm) and simple shooting functions such as Easy Auto Mode, this new COOLPIX camera allows the user to capture pristine still images and HD video at the touch of a button. The COOLPIX L28's Smart Portrait Mode has six functions including Face-priority AF, Skin Softening, Smile Timer, Blink Proof and In-Camera Red-Eye Fix that allow users to take their creativity to new heights. For comfortable operation, the L28 also sports a 3-inch TFT LCD screen and an easy-to-hold grip and button layout that fits in a user's hand comfortably. The COOLPIX L28 uses widely available AA-size alkaline batteries, so users can conveniently keep their cameras powered.

### **Pricing and Availability:**

The COOLPIX S5200 will be available in February 2013 for a suggested retail price of \$179.95\* in Plum, Red, Blue and Black. The COOLPIX L28 will be available in February 2013 for a suggested retail price of \$119.95\* in Red, Black and Silver.

In order to give consumers a more effective way to understand the benefits of each COOLPIX camera and to help users determine the best camera to fit their lifestyle, Nikon has segmented the COOLPIX series into five categories: Advanced Performance, Fun & Innovative, Ultra-Slim Zoom, Comfort Long Zoom and Budget Friendly. For more information about these and other COOLPIX cameras, please visit [www.nikonusa.com](http://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 Nikon 1 advanced camera with interchangeable lens system. In 2012, production of NIKKOR lenses surpassed 75 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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### **<sup>1</sup>WI-FI SPECIFICATIONS AND COMPATIBILITY**

*Cameras having Wi-Fi® capability can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. The Wireless Mobile Adapter Utility application must be installed on the device before it can be used with these cameras. Compatibility information can be found, and the application can be downloaded, at:*



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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.*