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WITH INCREDIBLE ZOOM RANGES, NIKON'S NEW S9500, P520 and L820 COOLPIX CAMERAS MAKE CAPTURING ACTION AT A DISTANCE EASY

Combining Connectivity with High Quality NIKKOR Lenses, Nikon's New COOLPIX Cameras are Designed for Every Shooting Occasion

MELVILLE, NY (January 28, 2013) – Today, Nikon Inc. introduced three new COOLPIX digital cameras with high-power zoom lenses, enabling consumers to capture beautiful images and videos at a wide range of distances. The COOLPIX P520 sports a 42x zoom lens and the versatility needed for advanced performance, while the 22x zoom COOLPIX S9500 combines impressive range with an ultra-slim, pocketable package. Both feature Wi-Fi[®] connectivity¹ that allows users to send images and videos from their camera directly to a compatible smart device through the Wireless Mobile Adapter Utility application¹, ideal for sharing content with others as well as for posting to social networking sites. The compact COOLPIX L820 offers a 30x zoom and an ergonomic design, making it simple and fun to comfortably capture images and videos at various distances. Great for anyone from the weekend jetsetter to the everyday memory maker, the zoom lenses and user-friendly features of the newest COOLPIX cameras make them ideal to have on-hand for any occasion.

“Nikon’s new long zoom COOLPIX cameras provide consumers with the chance to capture a diverse range of subjects and scenes, whether near the subject or at a distance,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “Designed for the frequent traveler, the instant sharer, and the family memory keeper, these new COOLPIX cameras offer trusted Nikon technology, high image quality, Full HD video and a variety of other features that meet photographers’ needs.”

The Nikon COOLPIX P520: The Advanced Performance Ultra Zoom Camera

For those looking to capture a beautiful and sharp image up close or at a distance, the new COOLPIX P520 boasts a 42x optical zoom-NIKKOR glass lens with an impressive zoom range from a wide 24mm to a whopping 1000mm (35mm equivalent), for users that require the very best in performance and versatility. Lens-shift Vibration Reduction (VR) alongside the new Active Mode assist in capturing blur-free images and video, while full manual controls give users the power to realize their creative potential when shooting. The P520 also features an 18.1-megapixel backside-illuminated (BSI) CMOS sensor and high ISO sensitivity to ensure quality images even in low-light conditions.

Additionally, the COOLPIX P520 allows users to not only shoot images from a distance, but also at unique angles thanks to a versatile 3.2-inch Vari-Angle LCD monitor. Additionally, Full HD (1080p) video recording with stereo sound is possible with the simple touch of the dedicated movie record button. This ultra-zoom camera comes with built-in GPS capabilities as well, allowing photographers to log their journey with an easy-to-use display.

To share images and videos instantly with family and friends, the P520 is compatible with the WU-1a Wireless Mobile Adapter². This optional accessory paired along with the downloadable Wireless Mobile Adapter Utility application¹ allows users to transfer their images and videos to compatible smart devices and tablets for easy sharing and viewing with others.

The Nikon COOLPIX L820: A Comfortable Long Zoom Camera Fit to Preserve Precious Family Memories

Designed to capture stunning images at various distances, the compact COOLPIX L820 sports a high-power 30x zoom, a 16-megapixel CMOS sensor, and Vibration Reduction (VR) technology to help keep shots steady. With its super wide-angle lens, covering from wide-angle 22.5mm to super-telephoto 675mm, users have the versatility to capture crisp, vivid images, whether up-close or at a distance. The camera's 3-inch monitor, ergonomic design, along with the convenience of AA-size batteries and a dedicated video button make it easy and fun for users to shoot comfortably. Thanks to a simple and intuitive interface, users can easily access a wide range of features, including Easy Auto Mode and Smart Portrait System, which enable them to enhance their photos with options like Red Eye Fix and Face-Priority AF. Other special effects include Glamour Retouch, Filter Effects and Skin Softening for optimal portrait enhancements.

The Nikon COOLPIX S9500: New Ultra-Slim Zoom Offering Shares World Travels With Ease

The slim COOLPIX S9500 sports a 22x optical zoom (25-550mm) and is the perfect companion for anyone that wants to capture and share high-quality images and HD videos with a sleek and stylish package. Small enough to keep close in a shirt pocket or purse, the S9500 features an 18.1-megapixel BSI CMOS sensor, ideal for capturing low-light images with clarity and sharpness. It also sports a legendary NIKKOR lens with Vibration Reduction (VR) to minimize the effects of blur and camera shake. For those who want to capture their journey through video, this camera also offers Full HD (1080p) movie recording with stereo sound. Additionally, a bright 3-inch OLED monitor assists users to clearly compose or view their recorded movies or captured images, even when in bright conditions. The COOLPIX S9500 also offers various shooting effects to enhance memories, including an upgraded Glamour Retouch function, Skin Softening and Quick Effects.

To enhance the user's sharing capabilities when away from family and friends, the S9500 offers a built-in GPS function to provide the user the ability to log their travels and share where they have been. In addition, the camera offers built-in Wi-Fi^{®1} connectivity so images and videos can be shared while on the go by transferring them to a compatible smart device equipped with the Wireless Mobile Adapter Utility application¹. It also enables users to remotely take photos with the camera from a compatible smartphone or tablet.

The COOLPIX S6500: Compact Camera that Packs a Powerful 12x Zoom

Announced earlier this month, the COOLPIX S6500 is designed for those looking for an easy-to-carry camera that takes and shares great photos, easily. The camera features a 12x optical zoom lens, a 16-megapixel BSI CMOS sensor and a variety of user-friendly features, including five new Glamour Retouch effects, all packed into a slim, stylish camera body. In addition to an extensive feature set, the S6500

offers built-in Wi-Fi® connectivity¹ that allows users to transfer images and HD movies from their camera directly to a compatible smart device.

Price and Availability:

The COOLPIX P520 will be available for a suggested retail price of \$449.95* in Black, Red, and Dark Grey in February 2013. The COOLPIX L820 will be available for a suggested retail price of \$279.95* in Black and Red, while the COOLPIX S9500 will be available for a suggested retail price of \$349.95* in Black, Silver, and Red. Both will be available in February 2013. Additionally, the previously announced COOLPIX S6500 will be available in early February for a suggested retail price of \$219.95* in Silver, Black, Red and Orange.

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.

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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¹WI-FI SPECIFICATIONS AND COMPATABILITY

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 COOLPIX P520's Wi-Fi® capability using the WU-1a Wireless Mobile Adapter 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.*