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NIKON'S NEXT GENERATION PROFESSIONAL FLAGSHIP D-SLR TO BE SHOWN AT 2014 CES PRIOR TO OFFICIAL ANNOUNCEMENT

Designed to Meet the Needs of Professional Photographers, The Nikon D4S is Currently in Development

MELVILLE, NY (January 6, 2014) - Nikon Corporation is preparing for the release of its next-generation flagship model, and has announced the development of the Nikon D4S HD-SLR. The camera will be on display, before its official release, at the Nikon booth (#14916, Central Hall) at the 2014 International CES show from January 7-10, 2014 in Las Vegas, Nevada.

As Nikon's new flagship model, the D4S will offer advances over the Nikon D4 HD-SLR camera, including enhanced image quality enabled with adoption of a new image-processing engine. The new HD-SLR will also feature more advanced autofocus performance, further solidifying it as the choice for professional sports, nature and event photographers as well as photojournalists.

The D4S represents a concentration of Nikon's advanced camera development technologies and legacy as a leader in imaging. The D4S will further expand the possibilities for professional photographers who demand the best possible performance and image quality in challenging environments. The Nikon D4S will build upon the success of the acclaimed Nikon D4, a camera highly regarded for its speed, unrivaled low-light ability and amazing image quality that made it the choice of professionals and advanced amateurs around the world.

Further details regarding the Nikon D4S, including announcement date, availability and suggested retail price will be announced at a later date.

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