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NIKON'S SLEEK AND STYLISH COOLPIX S3500 OFFERS AN EASY WAY TO CAPTURE STUNNING IMAGES

Conveniently Compact, the COOLPIX S3500 is the Perfect Budget-Friendly Accessory for Capturing Moments worth Remembering

MELVILLE, N.Y. (March 4, 2013) – Today, Nikon Inc. introduced the compact COOLPIX S3500, an affordable yet stylish point-and-shoot ready to help users easily capture high-quality images and HD videos. Compact enough for travel without sacrificing performance, Nikon's newest S-series addition supports the simple capture of beautiful, sharp images in a wide variety of settings, from indoors to out on the town. The COOLPIX S3500 offers an upgraded feature set that includes a new 20.1-megapixel sensor, a 7x optical zoom NIKKOR lens and lens-shift Vibration Reduction (VR) technology to help to ensure vibrant and sharp images.

"Nikon's budget friendly COOLPIX lineup provides the shooting capabilities and feature sets needed to preserve every memory, while also offering convenience and affordability. The new COOLPIX S3500 is the ideal choice for the stylish, on-the-go consumer that never wants to miss a moment," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience.

COOLPIX S3500: Carry a Classy and Convenient Camera On-the-Go

The new COOLPIX S3500 sports a slim, compact design, making it the perfect companion for the user that seeks a versatile, convenient and affordable camera without sacrificing excellent performance. This point-and-shoot is equipped with a 20.1-megapixel sensor to ensure precise and detailed images, whether shooting outdoor landscapes or family portraits. A wide-angle 7x optical zoom NIKKOR lens helps users get close to the action with a focal length longer than any other camera within the budget friendly COOLPIX category. Lens-shift Vibration Reduction (VR) helps reduce blur and camera shake while rendering clear and sharp images in a variety of everyday shooting scenarios.

COOLPIX S3500 users can also take advantage of a variety of in-camera image editing functions for fun and fast edits on the fly. Glamour Retouch and Quick Effects enable the retouching of images to create memorable photos with fun and personalized flair. Whether brightening faces, reddening cheeks or softening skin, the S3500 gives users the ability to flatter a subject with every shot.

Pricing and Availability:

The COOLPIX S3500 will be available in March 2013 for a suggested retail price (SRP) of \$139.95* and will be available in five colors: Silver, Red, Purple, Orange and Decorative Pink.

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 this 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. Nikon Corporation, the parent company of the Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 75 million NIKKOR lenses in 2012, 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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**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.