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NIKON ZOOMS IN ON ULTRA TELEPHOTO VERSATILITY WITH THE AF-S NIKKOR 80-400MM F/4.5-5.6G ED VR LENS

Newest High-Power NIKKOR Lens Offers Photographers the Long Reach and Exceptional Clarity Needed in the Field and on the Sidelines

MELVILLE, N.Y. (March 4, 2013) – Today, Nikon Inc. introduced the AF-S NIKKOR 80-400mm f/4.5-5.6G ED VR, a versatile FX-format telephoto zoom lens designed to provide top-class performance and a long reach for a variety of shooting scenarios. Sporting a long 5x zoom range, the 80-400mm f/4.5-5.6G is capable of capturing vivid colors with exquisite sharpness, whether shooting stills or HD video. Ideal for sports and nature photography, the addition of the AF-S NIKKOR 80-400mm f/4.5-5.6G ED VR reaffirms Nikon's commitment to providing a stable of lensing options for all types of photographers.

"Nikon's next generation of the 80-400mm lens gives advanced photographers yet another top-quality NIKKOR lens to help capture every precise moment with intense detail and exceptional clarity," said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. "It's a one lens solution that combines a versatile 5x zoom range, long focal length and core Nikon technologies to help create beautiful stills and HD video."

High-Performance, High-Power Zoom

Nikon's newest telephoto zoom lens features a versatile 80-400mm focal length (5x zoom equivalent) that offers photographers a high-power FX-format lensing option to help capture stunning stills and HD video. Whether birding or shooting from the stands, the lens is also compatible with DX-format bodies to extend the maximum reach to 120-600mm (35mm equivalent). Additionally, alongside a 1.4x teleconverter, the lens can be expanded to an f/8 aperture to retain compatibility with the AF system on the most recent Nikon D-SLR cameras.

The AF-S NIKKOR 80-400mm f/4.5-5.6G ED VR is loaded with essential NIKKOR technologies to help ensure top performance for the advanced photographer, including Vibration Reduction (VR) allowing for up to four stops of image stabilization while Auto tripod detection VR allows for effortless stabilization when mounted on a tripod. The lens sports Nikon's exclusive Nano Crystal Coat to prevent ghost and flare, a Silent Wave Motor (SWM) to ensure fast and quiet AF operation, and two focusing modes including M/A (AF with manual override) and M (manual). A new optical formula features 20 elements in

12 groups and includes one Super ED Glass Element and four ED glass elements for maximum clarity in a wide variety of shooting environments.

Price and Availability

The AF-S NIKKOR 80-400mm f/4.5-5.6G ED VR will be available in early April 2013 for a suggested retail price (SRP) of \$2,699.95.* For more information on these and other NIKKOR lenses as well as other Nikon products, please visit www.nikonusa.com.

About the NIKKOR brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the new super telephoto 800mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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.