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TOTAL PRODUCTION OF NIKKOR LENSES FOR INTERCHANGEABLE LENS CAMERAS REACHES EIGHTY MILLION

MELVILLE, NY. (June 13, 2013) – Today, Nikon Corporation celebrates the achievement of reaching eighty million for the total production of NIKKOR and 1 NIKKOR lenses for Nikon SLR cameras and Nikon 1 advanced cameras with interchangeable lenses, respectively. From professional photographers to casual snap shooters, enthusiasts to film makers, NIKKOR lenses have been trusted for 80 years due to their sharpness, reliability and unrivaled image quality.

In January, Nikon announced two new additions to the NIKKOR lineup, including the AF-S NIKKOR 800mm f/5.6E FL ED VR, a very powerful super-telephoto lens compatible with Nikon's FX-format D-SLRs that offers the longest focal length in the history of NIKKOR autofocus (AF) lenses. The second was the compact and lightweight AF-S NIKKOR 18-35mm f/3.5-4.5G ED wide-angle zoom lens. In March, the 5x telephoto-zoom AF-S NIKKOR 80-400mm f/4.5-5.6G ED VR was announced, offering an amazing focal range and one of the fastest AF speeds in its class.

Nikon also released two new lenses for the Nikon 1 advanced cameras with interchangeable lenses in January, the versatile 1 NIKKOR VR 10-100mm f/4-5.6 10x zoom lens and the ultra wide-angle zoom 1 NIKKOR VR 6.7-13mm f/3.5-5.6. In May, Nikon introduced the fastest lens in the 1 NIKKOR lineup, the 1 NIKKOR 32mm f/1.2, a medium telephoto fixed focal length lens with a wide maximum aperture of f/1.2. The current lineup of interchangeable lenses for Nikon 1 cameras consists of nine lenses. Furthermore, Nikon remains dedicated to expanding and enriching the product line.

With this year marking the 80th anniversary of the launch of the NIKKOR brand of photographic lenses, Nikon produced a video that highlights the creation of NIKKOR lenses from fabrication to the refining and polishing of the glass elements, to lens construction and quality control. To watch the full video, please visit <http://www.vimeo.com/59997617>.

For more information about the NIKKOR brand as well as the latest NIKKOR and 1 NIKKOR lenses, please visit www.nikonusa.com.

About NIKKOR

The brand name for Nikon lenses, NIKKOR has become synonymous with high-performance and high-quality. This year, NIKKOR celebrates its 80th anniversary since the first lens was introduced in 1933. The

NIKKOR name comes from adding "R"—a common practice in the naming of photographic lenses at the time the name was established—to "Nikko", the Romanized abbreviation for Nippon Kogaku K.K.

Nikon's own high-quality standards are applied to all stages of development, from initial design to the final product release with strict inspections, to ensure user satisfaction and superior quality of NIKKOR lenses.

Nikon's lineup of lenses for interchangeable lens cameras currently consists of more than 80 types of lenses, including ultra wide-angle to super-telephoto lenses, fisheye lenses, zoom lenses, micro lenses, and PC-E lenses that support a wide variety of applications, as well as 1 NIKKOR lenses for advanced cameras with interchangeable lenses. Nikon will continue to develop and release high-quality products that appeal to users the world over.

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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