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**TOTAL PRODUCTION OF NIKKOR LENSES FOR INTERCHANGEABLE LENS CAMERAS
REACHES 95 MILLION**

TOKYO (July 28, 2015) -- Today, Nikon Corporation is pleased to announce that the total production of NIKKOR lenses¹ for Nikon interchangeable lens cameras reached the ninety-five million milestone in mid-July 2015.

Nikon continues to introduce new NIKKOR lenses utilizing cutting-edge technologies cultivated over its long history, including their legendary Nano Crystal Coat. Acting as a powerful anti-reflection coating, the Nano Crystal Coat is built to significantly reduce instances of ghosting and flare. NIKKOR lens technologies combine Phase Fresnel (PF) elements with a superior chromatic aberration capability making lenses smaller and lighter. Additionally, incorporating fluorite lens elements has allowed telephoto lenses to be much more compact than in the past. NIKKOR lenses now feature a fluorine coat that help repel a variety of contaminants such as dust, dirt, water, oils and grease.

In January 2015, Nikon introduced the new AF-S NIKKOR 300mm f/4E PF ED VR; the world's lightest 300mm full-frame fixed focal length AF lens². Compatible with Nikon FX-format digital SLR cameras, this new telephoto lens incorporates Phase Fresnel (PF) optical technology to help correct chromatic aberration and reduce the overall size and weight of the lens, making it portable and useful for fulfilling one's photographic vision.

Additionally, Nikon recently announced the AF-S NIKKOR 500mm f/4E FL ED VR and AF-S NIKKOR 600mm f/4E FL ED VR, two new FX-format super-telephoto lenses. Each boasts a maximum aperture of f/4, offering photographers the ability to fill the frame and create dramatic separation between subject and background. With the incorporation of two fluorite lens elements, the NIKKOR 500mm f/4E FL ED VR and AF-S NIKKOR 600mm f/4E FL ED VR are the lightest lenses in their respective classes³. Furthermore, Nikon also released the versatile AF-S DX NIKKOR 16-80mm f/2.8-4E ED VR lens, offering a high-performance, 5x zoom range for Nikon DX-format camera users. This lens incorporates the latest optical design technologies in addition to Nikon's highly durable fluorine coat.

For more information on Nikon's latest products including their newest NIKKOR lenses, 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 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 a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. 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 compact interchangeable lens camera system. Nikon Corporation, the parent company of Nikon Inc., recently announced the production of 95 million NIKKOR lenses in 2015, 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](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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¹*Interchangeable lenses for Nikon SLR cameras and Nikon 1 Advanced Cameras with Interchangeable Lenses.*

²*Among 300mm fixed focal length (prime) autofocus lenses compatible with FX-format digital SLR cameras and available as of announcement in Jan 6, 2015. Statement based on Nikon research.*

³*AF-S NIKKOR 500mm f/4E FL ED VR: Among 500mm fixed focal length (prime) autofocus lenses with a maximum aperture of f/4 compatible with digital SLR cameras equipped with a full-size image sensor and available as of announcement in July 2, 2015. AF-S NIKKOR 600mm f/4E FL ED VR : Among 600mm fixed focal length (prime) autofocus lenses compatible with digital SLR cameras equipped with a full-size image sensor and available as of announcement in, July 2, 2015. Both statements are based on Nikon research.*