



NIKON ANNOUNCES WINNER OF 'THE FULL STORY' PHOTO CONTEST

*Grand-Prize Winner to Go on Assignment to Galápagos
with National Geographic Traveler Magazine's Digital Nomad, Andrew Evans*

MELVILLE, N.Y. (Jan. 25, 2013)—Nikon Inc., in partnership with National Geographic, today announced Brian Forbes Powell of Tucson, Ariz., as the grand-prize winner of “The Full Story” photo contest. Powell’s submission, “Test of Resiliency: Land and Ranchers in Arizona's Borderland Region,” was shot with the new FX-format Nikon D600 D-SLR camera and was chosen from among five first-prize winners. As the grand-prize winner, Powell will accompany National Geographic Traveler magazine’s Andrew Evans, also known as the Digital Nomad, on a National Geographic Expeditions trip to the Galápagos Islands next month.

“The Full Story” contest was created by Nikon to inspire budding photojournalists to convey their stories through imagery with the use of the Nikon D600 D-SLR camera. Nikon has a heritage of providing photojournalists with the tools they need to tell compelling stories through images and video, and with this contest Nikon is excited to support the next generation of storytellers.

Powell’s winning submission was composed of 19 still images with descriptive captions, a short essay, and an additional video slideshow. The winning story was chosen by a panel of qualified Nikon representatives for the compelling nature of its visual story, its creativity and its photographic quality.

“This is a story about land, the family ranchers who make their living from that land and whether the resiliency of each is sufficient to withstand the numerous challenges — both old and new — that threaten the environmental and cultural fabric of this rural landscape,” Powell wrote in his submission.

Log on to <http://www.nationalgeographic.com/nikon/> to see Powell’s winning entry as well as the four first-prize-winners’ submissions.

“Images have the ability to move us, captivate us, and convey the details that create an unforgettable story,” said Lisa Baxt, Senior Manager, Communications, Nikon Inc. “Whether shooting still imagery or full HD video, the Nikon D600 enables users to capture these details in astounding clarity and sharpness so that the story can continue to be told for generations to come.”

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As National Geographic Traveler magazine's Digital Nomad, Evans travels the world, sharing his experiences on National Geographic.com's Digital Nomad blog at <http://digitalnomad.nationalgeographic.com/>, his [Twitter feed @WheresAndrew](#) and his [Where's Andrew Facebook page](#).

Evans and Powell will embark on the National Geographic Expeditions trip to the Galápagos Feb. 8-17, 2013, aboard the *National Geographic Endeavour*. Powell will photograph the islands' rich ecosystems and indigenous wildlife, and his experiences will be published on <http://www.nationalgeographic.com/nikon/> beginning Feb. 27, 2013. Evans also will be shooting with the Nikon D600 D-SLR, and he will record his experiences through his own social media channels and on <http://digitalnomad.nationalgeographic.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. In 2012, production of NIKKOR lenses surpassed 75 million, 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.

About National Geographic

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. National Geographic reflects the world through its magazines, television programs, films, music and radio, books, DVDs, maps, exhibitions, live events, school publishing programs, interactive media and merchandise. National Geographic magazine, the Society's official journal, published in English and 37 local-language editions, is read by more than 60 million people each month. The National Geographic Channel reaches 440 million households in 171 countries in 38 languages. National Geographic Digital Media receives more than 20 million visitors a month. National Geographic has funded more than 10,000 scientific research, conservation and exploration projects and supports an education program promoting geography literacy. For more information, visit www.nationalgeographic.com.

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