



## NIKON AND WALT DISNEY WORLD AND DISNEYLAND RESORTS TEAM UP TO CAPTURE MAGICAL PHOTO MOMENTS

*Nikon Inc. Becomes the Official Camera of Walt Disney World and Disneyland Resorts*

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**MELVILLE, N.Y. (November 19, 2013)** – Nikon Inc. and Walt Disney World and Disneyland Resorts today announced a multi-year strategic alliance naming Nikon the official camera of Walt Disney World Resort in Lake Buena Vista, Fla. and Disneyland Resort in Anaheim, Ca. Bringing together a global leader in imaging and the world's leading family vacation destinations, this relationship continues the longstanding commitment to help guests capture every moment of their vacation.

“The alliance between Nikon and Disney allows us to connect with millions of passionate Disney guests who want to tell their stories through the capture of amazing imagery,” said Nobuyoshi Gokyu, president, Nikon Inc. “Through this agreement, Nikon will play an integral role in helping Disney guests to preserve and share every unforgettable moment.”

As the “Official Camera of Walt Disney World and Disneyland Resorts,” Nikon will have branded Picture Spots throughout the theme parks at the Walt Disney World and Disneyland Resorts, providing guests and their families with the opportunity to document their journey at ideal locations throughout the Magic Kingdom Park, Epcot, Disney's Hollywood Studios, and Disney's Animal Kingdom Park, as well as Disneyland Park and Disney California Adventure.

“Our Disney Parks are among some of the most photographed locations in the world, so it is only natural for us to further develop our relationship with Nikon, who shares our commitment to capturing magical moments and making memories,” said Meg Crofton, president of Walt Disney Parks and Resorts Operations, US and France.

Nikon will also be integrated into the Disney PhotoPass Service, the perfect way for guests to capture their vacation memories in great photos—and get everyone in the shot. Disney PhotoPass Photographers will now be exclusively equipped with Nikon cameras and accessories, ensuring each memory is preserved with the quality that consumers have come to expect from Nikon.

Disney Fine Art Photographers at Disney's Fairy Tale Weddings and Honeymoons, as well as Adventure Guides with Adventures by Disney, will also be outfitted with Nikon cameras.

## **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 80<sup>th</sup> 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).

## **About Walt Disney Parks and Resorts**

More than 50 years ago, Walt Disney created a new kind of entertainment families could experience together, immersed in detailed atmospheres and vibrant storytelling. His vision now includes a collection of five of the world's leading family vacation destinations – **Disneyland Resort**, Anaheim, Calif.; **Walt Disney World Resort**, Lake Buena Vista, Fla.; **Tokyo Disney Resort**, Urayasu, Chiba, Japan; **Disneyland Paris**, Marne-la-Vallée, France; and **Hong Kong Disneyland Resort**, located on Lantau Island. A sixth resort, **Shanghai Disney Resort**, is currently under construction in Pudong New District, Shanghai. In addition, Walt Disney Parks and Resorts includes the world-class **Disney Cruise Line**; **Disney Vacation Club**; **Adventures by Disney**, a guided group vacation experience to some of the world's most popular destinations; and **Walt Disney Imagineering**, which creates and designs all Disney parks, resorts, cruise ships, entertainment and attractions.

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