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**THE NEW AND ENHANCED NIKON SCHOOL PROGRAM AIMS TO EDUCATE AND INSPIRE
PHOTOGRAPHERS OF ALL LEVELS**

*New Courses and New Locations Offer Wide Variety of Topics, Focusing on Specific Photography Styles or
Techniques and Video Capture*

MELVILLE, NY (September 22, 2014) Today, Nikon Inc. announced the upcoming schedule for the new Nikon School program, which will now feature a wider variety of classes and a more interactive experience for photographers of all levels from beginners to enthusiasts. Held across the United States, Nikon School educates and inspires photographers, with classes for anyone who wants to take their photography to a next level, both creatively and technically.

This year, Nikon School will offer a greater variety of classes targeted towards an individual's specific photographic passions. The new courses focus on specific styles and techniques and include Travel and Landscape, Creative Lighting, Action and People and Video Production. Realizing attendees' busy schedules, full-day and half-day sessions will now be available to make classes more accessible for photography lovers nationwide. Additionally, Nikon School will now be structured as a more visual and interactive learning experience for students, with more enhanced content that demonstrate how to get the most out of a camera. Accredited instructors will incorporate live demonstrations and encourage students to let their creativity shine.

"From parents to grandparents, hobbyists to artists, to people who just love to create and share images, photography is becoming more popular; the aim of Nikon school is to help people get the most from their cameras, while implementing fresh ideas to help educate and inspire photography lovers everywhere," said Mark Suban, Senior Manager, Nikon Professional Services at Nikon Inc. "Whether an amateur photographer is looking to upgrade from a smartphone, or an enthusiast photographer interested in advancing a skillset, Nikon School offers a class that can help anyone achieve their photographic dreams."

Nikon School will host more than 50 classes from September 2014 to June 2015 in 25 locations nationwide. The programs are taught by six instructors, all of whom are recognized as experts in the industry.

To get more information on Nikon School or access to the most updated schedule, please visit:
www.NikonSchool.com/newclasses.

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 celebrated its 80th anniversary of NIKKOR optics, and announced the production of over 85 million NIKKOR lenses in 2014, 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 social media:

Facebook: <http://www.facebook.com/nikonusa>

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