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**SIMPLE, YET STURDY: THE ENTIRE FAMILY CAN CAPTURE PRECIOUS MOMENTS
WITH THE NEW NIKON COOLPIX S32**

*Waterproof and Shockproof, the Family-Friendly COOLPIX S32 is a Must-Have
for Every Family Moment*

MELVILLE, NY (February 6, 2014 at 11:01 P.M. EST) – Today, Nikon Inc. announced the family-friendly COOLPIX S32, a fun and durable compact camera that practically anyone in the household can use. Ready to endure the elements of nearly any family outing, this sturdy point-and-shoot is waterproof (up to 33 feet, 10m) and shockproof¹ (up to 5 feet, 1.5m). The S32 also includes a 2.7-inch (6.7cm) LCD display with an intuitive graphic user interface that makes photography easy for every family member, and the durable body will help ease worried parents' minds.

“Every day can seem like an adventure for busy families, so Nikon designed the COOLPIX S32 to be tough and easy-to-use,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “With Nikon’s trusted image quality, capturing memorable photos and HD videos will be one less thing parents have to worry about.”

Users can relive the memories of a family vacation through beautiful photos and Full HD (1080p) videos thanks to the S32’s 13.2-megapixel CMOS sensor and 3x optical zoom that help to deliver clear images and video, rain or shine. The family can enjoy their favorite moments together with unique playback options, including an in-camera slide show. From taking the first photo of an annual vacation to laughing over a short video at the end of a fun day, the COOLPIX S32 makes photography a family affair. The S32 also includes user friendly features like Motion Detection, Smart Portrait System, as well as Scene Modes and Effects, which will help capture and create that special moment with ease, regardless of which family member is behind the camera.

Price and Availability

The COOLPIX S32 will be available in March 2014 in White and Blue for a suggested retail price (SRP) of \$129.95*.

In order to give consumers a more effective way to understand the benefits of each COOLPIX camera and to help users determine the best camera to fit their lifestyle, Nikon has segmented the COOLPIX series into five categories: Advanced Performance, Fun & Innovative, Ultra-Slim Zoom, Comfort Long

Zoom and Budget Friendly. For more information about these and other COOLPIX cameras, please visit www.nikonusa.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. Nikon Corporation, the parent company of Nikon Inc., recently celebrated its 80th anniversary of NIKKOR optics, and announced the production of more than 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 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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¹[nikonusa.com/s32info](http://www.nikonusa.com/s32info)

**SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time.*

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Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.