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NIKON LATIN AMERICA, S.A., A NEW SALES AND SERVICE SUBSIDIARY FOR IMAGING PRODUCTS, IS ESTABLISHED TO ENHANCE NIKON'S SALES AND MARKETING ORGANIZATION IN LATIN AMERICA

TOKYO (SEPT 30, 2014) Nikon Corporation (Kazuo Ushida, President) is pleased to announce the establishment of Nikon Latin America, S.A. in Panama City, Republic of Panama. This new sales and service subsidiary has been established to fortify sales of imaging products, mainly digital cameras, and to enhance after-sales service in Latin America. Operations will commence on October 1, 2014.

A number of countries in Latin America have shown increasing economic growths in recent years, and this is one region in which the growth of the digital camera business is expected to continue. To date, Nikon has established sales and service subsidiaries in Mexico and Brazil. Sales and service activities have been performed in other Latin American countries by Nikon Inc., the marketing base in the United States through local distributors. We have established this new subsidiary in order to fortify business and marketing activities in these countries.

With the establishment of this new subsidiary, Nikon believes that more strategic and effective marketing, advertising, and promotional activities will lead to increased sales and greater permeation of the Nikon brand, as well as better service for its customers, further increasing Nikon's presence in these regions.

Company Overview

Name:	Nikon Latin America, S.A.
Address:	P.H. Oceania Business Plaza, Torre 1000, 42 nd Floor, Office 42B, Punta Pacifica, Panama City, Republic of Panama
Capital:	US \$1 million (approximately ¥ 100 million)
Representative Director:	Naoki Onozato, President
No. of employees:	9 at start of operations
Primary activities:	Sales of, as well as sales support and after-sales service for imaging products in Latin America (excluding Mexico and Brazil)
Start of operations:	October 1, 2014
Annual sales target:	Approximately ¥ 3 billion in the first fiscal year

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>

Google+: <plus.google.com/+nikonusa>

Twitter: Follow [@NikonUSA](https://twitter.com/NikonUSA)

YouTube: Subscribe at [Youtube.com/NikonUSA](https://www.youtube.com/NikonUSA)

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