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NIKON'S NEW AF-S NIKKOR 28MM F/1.8G LENS MAKES WIDE-ANGLE AND FAST APERTURE AN ATTAINABLE REALITY

New NIKKOR Lens is the Latest Addition to Popular Series of FX-format f/1.8 Prime Lenses

MELVILLE, N.Y. (April 19, 2012) – Today, Nikon Inc. announced the wide-angle AF-S NIKKOR 28mm f/1.8G, a fixed focal length lens with a large maximum aperture to carry on the legacy of superior NIKKOR imaging technology for enthusiasts and professionals. With a large maximum aperture of f/1.8 and Nikon's exclusive Nano Crystal Coat to reduce ghost and flare, the 28mm FX-format lens offers stunning sharpness and versatility for both photos and HD video.

"This NIKKOR lens is the latest addition to the popular family of f/1.8 primes designed to give HD-SLR shooters the performance and versatility needed to capture images and HD video with outstanding image quality," said Bo Kajiwara, director of marketing, Nikon Inc. "The new AF-S NIKKOR 28mm f/1.8G is a great way for photographers to discover a high-quality, wide-angle prime lens that provides amazingly crisp focus and natural background blur."

Professional and enthusiast HD-SLR photographers will appreciate the 28mm f/1.8G's wide-angle versatility and enjoy the sharp focus and lightweight yet durable construction befitting a NIKKOR lens. The lens' Nano Crystal Coat prevents ghosting and flare and helps produce spectacular high-resolution photos and HD video in even the most challenging lighting conditions. This 28mm lens also features a large f/1.8 maximum aperture, giving the photographer the ability to effortlessly highlight natural background image blur.

The 28mm f/1.8G's construction and optical formula is deep-rooted with NIKKOR core technology to ensure the highest level performance and versatility for the most demanding imaging applications. Featuring eleven optical elements in nine groups with two aspherical elements, the 28mm f/1.8G is designed to be a compact and durable lens maximized for versatility. Additionally, the new 28mm lens is able to resolve high resolution images with amazing sharpness and clarity, making it an ideal companion for the new 36.3-megapixel Nikon D800 HD-SLR. Professionals and enthusiasts are offered complete lens control with two focus modes, (M) manual and (M/A) autofocus with manual override that allow the photographer to tailor their focus for any shooting scenario. The 28mm f/1.8G lens is also equipped with a Silent Wave Motor (SWM) allowing for smooth, silent and precise autofocus operation essential for capturing pristine HD video.

Price and Availability

The AF-S NIKKOR 28mm f/1.8G lens will be available at the end of May 2012 for the suggested retail price (SRP) of \$699.95*. For more information please visit www.nikonusa.com.

About the NIKKOR brand

With a comprehensive assortment of FX and DX-format lenses and focal lengths, from the ultra-wide 10-24mm to the super telephoto 600mm VR, Nikon photographers have come to rely upon the NIKKOR core technologies that contribute to their optical superiority. NIKKOR is the brand name for Nikon's photographic lenses, which are precision crafted to the most exacting standards in Nikon's own glassworks. In 1933, Nikon marketed its first camera lens under the NIKKOR brand name, the "Aero-NIKKOR" for aerial photography applications. Since then, NIKKOR has been used as a brand name for Nikon's lenses that symbolizes durability, high image quality and optical excellence.

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 new Nikon 1 advanced camera with interchangeable lens system. In 2011, production of NIKKOR lenses surpassed 65 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 @Nikon_USA.

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**SRP (Suggested Retail Price) listed only as a suggestion. Actual prices are set by dealers and are subject to change at any time. Specifications, equipment and release dates are subject to change without any notice or obligation on the part of the manufacturer.*