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NIKON AMBASSADOR PROGRAM RECOGNIZES THE DEDICATED STORYTELLERS THAT HELP MOVE THE PHOTO INDUSTRY FORWARD

New Nikon Program Partners with Leading Photographers to Energize the Industry Through Inspiration, Education and Empowerment

MELVILLE, N.Y. (August 20, 2013) Nikon Inc. today announced the Nikon Ambassador Program, a collective initiative dedicated to recognizing the most influential leaders in modern photography. In a rapidly changing industry, the significance of these admired photographers goes beyond the creation of inspiring imagery; this diverse group of individuals has shown a commitment to empowering photographers with knowledge, providing guidance for the imaging community and a mastery of technology and trends.

“We understand the business is changing, and this program will help us to anticipate the needs of our professional customers, while paying homage to some of the best photographers today,” said Mike Corrado, NPS manager, pro relations and product marketing, Nikon Inc.” While we know the program will evolve and grow, the core ideas will never change; the Nikon Ambassadors exist to communicate the needs of the working pro to Nikon, as an outlet for their honest thoughts about the direction of the industry, to help photographers thrive in their business, and inspire others to pick up a camera and shoot.”

Responsibilities of the Nikon Ambassador

The founding idea behind the Ambassador Program is to create a mutually beneficial collective to help bolster the photo industry and individuals. While already considered mentors, the Ambassadors will use their experience to empower photographers through education and inspiration. Whether it’s an enthusiast attending an interactive workshop or a seasoned pro learning new technique, all levels of photographer will benefit from the teachings and guidance of Nikon Ambassadors. From shooting and marketing a studio, to social media and running a successful imaging business, the Ambassadors will help to equip a new generation of professionals with the tools and knowledge to succeed. Additionally, the Ambassadors will work directly with Nikon to communicate the needs of the evolving photo industry, with feedback on a broad range of topics that affect photographers today, including workflow, service and product.

To be selected as an Ambassador, a photographer must be considered among the most talented and influential visual artists working in the business today. This elite group consists of gifted, spirited storytellers who are admired for their passion, energy and commitment to their craft. The Ambassadors represent a vast array of backgrounds and shooting disciplines that reflect the breadth of professional photographers today; including wedding /portraiture, fashion, wildlife, sports, adventure and multimedia.

These selected artists have evolved with Nikon through the years, and represent a mastery of technology and trends that have had a positive impact on their business. As the realm of digital media continues to expand, these savvy, influential shooters have embraced digital capture and social media to help educate their fans, friends and followers as part of a community.

“I feel very thankful and proud to be joining the Nikon Ambassadors. I have shot Nikon cameras since 1973, and to be recognized by the company’s camera system I have used for my whole career is a wonderfully defining moment,” said Joe McNally, renowned professional photographer and Nikon Ambassador. “I look forward to collaborations with Nikon, and its personnel, in creating assignments, advising about the technology, and bringing the messages of the photographer in the field back to the engineers who design these elegant, terrific cameras. I am also very proud to be included in the group of ambassadors, who are all noteworthy, iconic photographers of long standing.”

To learn more about Nikon’s Ambassador Program, please visit the website at nikonusa.com/ambassador.

Complete Alphabetical List of 2013 Nikon Ambassadors

Visual Artist	Genre	Website
James Balog	Nature/Landscape/Conservation	www.jamesbalog.com
Dave Black	Sports/Commercial	www.daveblackphotography.com
Dixie Dixon	Commercial Fashion	www.dixiedixon.com
Bill Frakes	Sports/Multimedia Journalist	www.billfrakes.com
Jerry Ghionis	Wedding/Portrait	www.jerryghionis.com
Lucas Gilman	Adventure/Multimedia	www.lucasgilman.com
Andrew Hancock	Commercial/Sports	www.andrewhancock.com
Robin Layton	Fine Art/Portrait/Animals	www.robinlayton.com
Ron Magill	Wildlife/Zoologist	www.ronmagill.com
Cliff Mautner	Wedding/Portrait	www.cmphotography.com
Joe McNally	Commercial Journalist	www.joemcnally.com
Sandro Miller	Commercial/Filmmaker	www.sandrofilm.com
B. Moose Peterson	Wildlife/Aviation	www.moosepeterson.com
Corey Rich	Adventure/Multimedia/Film	www.coreyrich.com
Vincent Versace	Fine Art/ Landscape/Commercial	www.versacephotography.com
Ami Vitale	Multimedia Journalist	www.amivitale.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 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).

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