

**FOR IMMEDIATE RELEASE**

**BILLBOARD AND NIKON LAUNCH WOMEN IN MUSIC  
“CANDID COVERS” VIDEO SERIES ON BILLBOARD.COM CELEBRATING SMALL  
MOMENTS THAT CHANGED  
THE BIG PICTURE**

-- Video Series Features Kimbra, ZZ Ward, Tegan & Sara And Other Female Artists  
Performing Songs From The Female Music Stars Who Inspire Them --

NEW YORK, November 14, 2012—Billboard and Nikon Inc. today announced the launch of its Women in Music “Candid Covers” video series presented by [Nikon 1](#) on [Billboard.com](#). The series spotlights emerging female artists performing songs from the female music stars who helped inspire their careers. “Candid Covers” launches online today ahead of the 2012 Billboard Women in Music event, presented by Nikon 1, Nikon’s system of advanced cameras with interchangeable lenses, being held on November 30 at Capitale in New York City. Katy Perry will accept Billboard’s coveted Woman of the Year Award and Carly Rae Jepsen will receive Billboard’s Rising Star Award at the event that celebrates the most powerful and talented women in the music business.

The “Candid Covers” video series shot exclusively with Nikon cameras and NIKKOR lenses, will feature artists such as Kimbra, ZZ Ward, and Tegan & Sara, and will be posted on Billboard.com every Wednesday until December 12. In addition to the performances, the videos include interviews with the artists and exclusive behind-the-scenes photos. Billboard and Nikon will bring “Candid Covers” to life at the 2012 Billboard Women in Music event with a special tribute performance that will take place on stage during the luncheon. The performance, filmed with Nikon D-SLR cameras, will be featured on Billboard.com on December 5. Nikon will also give attendees the chance to capture their own “Candid Covers” moment using Nikon 1 cameras at a photo activation area during the Women in Music red carpet reception before the luncheon.

“Women in Music is one of Billboard’s most recognized and important programs, and we’re thrilled to work with Nikon to take it to the next level this year by building on the success of the “Candid Covers” video series,” said Tommy Page, publisher of Billboard. “The series will give millions of fans the opportunity to experience inspirational performances by some of today’s best, new female artists as well as special online access to Billboard’s exclusive Women in Music event, all thanks to Nikon.”

“Nikon is excited to work with Billboard to support female artists through the 2012 Billboard Women in Music initiative,” said Lisa Baxt, senior communications manager for Nikon Inc. “Just as these amazing female artists are capturing and sharing their special musical performances with the ‘Candid Covers’ video series, the Nikon 1 system of advanced cameras is the perfect compact camera for consumers to capture and share their own small but big moments.”

To watch the Women in Music “Candid Covers” video featuring Kimbra, visit: [Billboard.com](http://Billboard.com)

### About Billboard

Billboard is the world's most influential music brand reaching key executives and tastemakers in and around the music business through Billboard magazine, Billboard.biz, Billboard conferences, Billboard Bulletin, and other targeted newsletters; and millions of music fans through Billboard.com consumer events and awards shows, the mobile chart app, and social media extensions. The Billboard brand is built on its over 200 exclusive charts - the measure of success of in music - that are constantly updated to reflect the changing music landscape. Billboard charts and content are consumed and referenced by millions of people in more than 100 countries through a content syndication deal with global news network, The Associated Press, and strategic relationships with other major companies around the world. In addition to North America, Billboard operates businesses in Brazil, Greece, Japan, Korea and Russia.

Billboard is owned by Prometheus Global Media, a diversified company with leading assets in the media and entertainment arenas, including: Music (Billboard and its related conferences, events, and awards shows such as The Billboard Music Awards on ABC, and The Billboard Latin Music Awards on Telemundo), Entertainment (The Hollywood Reporter, Backstage, ShowEast, Cineasia, and CineEurope); and Advertising & Marketing (Adweek, Adweek Conferences and The CLIO Awards).

### 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. In 2012, production of NIKKOR lenses surpassed 70 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 @NikonUSA.

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