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PROFESSIONAL PHOTOGRAPHER MAGAZINE HONORS NIKON WITH THREE 2014 HOT ONE AWARDS

The Nikon D4S, the Nikon D3300 and the Nikon Behind the Scenes Video Series Received Awards in Their Respective Categories

MELVILLE, NY (July 21, 2014) – Professional Photographer magazine has awarded Nikon as “the pros’ choice” in three categories for this year’s Hot One Awards. Nikon’s Behind the Scenes Video Series was honored in the Website category, while the Nikon D4S won in the category for D-SLR camera between \$3,000 and \$7,000. Additionally, the Nikon D3300 received a Hot One Award in the D-SLR camera less than \$1,000 category.

The annual Hot One Awards honor the hottest products and services for professional photographers. This year’s competition had more than 250 entries from nearly 100 companies competing in roughly 50 categories. A panel of judges, made up entirely of independent professional photographers, names the top choice in each category.

This year, the judges chose the Nikon Behind the Scenes Video Series and two Nikon D-SLRs, the Nikon D4S and Nikon D3300, as the best in the industry for their respective category.

“Being recognized by a prestigious publication such as Professional Photographer Magazine is an honor, and we are enamored to accept three 2014 Hot One Awards this year,” said Masahiro Horie, Director of Marketing and Planning. “The Nikon D4S for professionals and the affordable Nikon D3300 were exciting additions to our D-SLR camera lineup, while the launch of the Nikon Behind the Scenes Video Series has provided photographers of all levels with educational and entertaining content.”

For the past 15 years, the Hot One Awards have provided the Professional Photographer readership with a resource of the most effective and innovative products available in a variety of price ranges. Readers are treated to a resource compiled by independent, practicing professional photographers, selected for their expertise and knowledge. This year’s independent panel of more than 30 judges voted on products that ranged from cameras and lenses to photo albums and mobile apps. They made their selections based on overall quality, innovation, design, performance and value for the price.

“The winners of the 2014 Hot One Awards are a unique group of products and services, representing some impressive innovation in everything from lens technology to software to inkjet papers,” said Jeff Kent, Hot One Awards editor for Professional Photographer. “The spirit of innovation is what makes this

competition interesting year in, year out. This year's winners are certainly carrying on that tradition and providing professional photographers with fantastic new tools for their businesses."

For more than 100 years, Professional Photographer, the official magazine of Professional Photographers of America (PPA), has helped readers advance careers in the photographic industry. Each issue contains practical yet cutting-edge lessons in the artistic, business and technological aspects of professional photography. No other magazine offers a more influential presentation of the people, trends, products and photographs that define the portrait, wedding and commercial photography landscapes.

For Professional Photographer magazine subscription information and for a full list of Hot One winners, visit www.PPmag.com. For more information about Nikon and their latest products, please visit www.nikonusa.com.

To learn more about the Nikon Behind the Scenes Video Series, be sure to visit either <http://www.youtube.com/nikonusa> or <http://plus.google.com/+nikonusa>.

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 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).

About PPA

Professional Photographers of America (PPA) is the largest international non-profit association created by professional photographers, for professional photographers. Almost as long-lived as photography itself, PPA has roots back to 1869. It has never stopped growing and looking for new ways to assist its now 27,000 members through protection, education and resources for their continued success in the industry. See why photographers love PPA at <http://www.ppa.com>.

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