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NIKON INC. ANNOUNCES THE SEARCH FOR THE NEXT GREAT STORYTELLER TO STAND OUT AS PART OF GENERATION IMAGE

Consumers with Great Stories Invited to Share Photos Using #IAmNextContest for a Chance to Win a Nikon Camera and be Featured as the Next Voice of Generation Image

MELVILLE, NY (February 4, 2015) Today, Nikon Inc. has announced the #IAmNextContest to search for the next passionate individual to share their story for a chance to be featured as the next representative of Generation Image. This contest is the latest component of the "I Am Generation Image" integrated campaign, Nikon's platform to amplify the voices of individuals who want to stand out in a world of visual noise. In addition to being featured among seven others on lamgenerationimage.com, the crowd-sourced winner will receive a complete Nikon D750 camera system, and a platform to tell their story to the world.

"Each and every one of us shares more visual content than ever before, and we all have amazing stories to share; but with all of this visual noise, it's easy for our images and their intent to get lost. With this contest we want to invite more people to share what they are passionate about with the world and be heard," said Lisa Baxt, Associate General Manager of Communications, Nikon Inc.

#IAmNextContest

Whether it's family, a project, a hobby or a charitable cause, we all have something we want to share far beyond our immediate social networks. Starting today, all members of Generation Image are encouraged to upload their photos or videos to either Twitter or Instagram using the hashtag #IAmNextContest. This is a chance for these individuals to reveal to the world what they are passionate about, and have their message reach further than ever before. The submission period will close on March 3, 2015, and finalists will be announced in late March 2015. From these finalists, the community will vote for the winner whose story needs to be shared.

The winner will receive the same full-featured camera kit used by the other individuals representing Generation Image and will be invited to become a part of the campaign. Along with the acclaimed Nikon D750 DSLR camera, the winner will get a full complement of lenses and accessories, including the AF-S NIKKOR 24-120mm f/4 VR, AF-S NIKKOR 50mm f/1.8G ED and telephoto AF-S NIKKOR 70-200mm f/4 VR lenses, to ensure that their images are captured with maximum clarity and fidelity. The winner will also have an opportunity to be featured prominently on the AmGenerationImage web site, which is an

immersive portal celebrating this generation as the first to overwhelmingly express themselves through images on a global scale.

About the Nikon “I Am Generation Image” Campaign

The concept of “Generation Image” was born from a desire to understand people’s relationships with their images. After extensive research, it became clear that the number of images captured and shared every day is significantly increasing, and that quality is critical to celebrate and purposefully represent the motivations of this new generation of image makers. Across the country, people are using their cameras as a tool to share what is important to them and each have the potential for significant impact. From families or hobbies, personal causes to accomplishments, this new segment of creative individuals enjoys expressing and sharing what they are passionate about through photos and videos. On social media channels, the hashtag #IAmGenerationImage is a rallying cry. It echoes the desire to deliver the best images possible, in order to convey emotions and passions that rise above the noise. “I Am Generation Image” reminds us that we are all part of this generation, and Nikon will enable our stories to ring loud, true and authentic.

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 90 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](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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