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**THE NEW NIKON COOLPIX L620 IS THE EASY WAY TO CAPTURE GREAT PHOTOS AND VIDEOS,
EVEN AT A DISTANCE**

The Latest Addition to Nikon's Comfort Long Zoom Camera Lineup Helps to Capture Life's Special Moments with Little Fuss

MELVILLE, N.Y. (August 6, 2013) – Today, Nikon Inc. introduced the new COOLPIX L620, an easy to handle compact camera with a versatile 14x optical zoom lens that makes it easy to shoot amazing images and Full HD video up close or from a distance. A great companion for the always on-the-go individual looking to capture special moments, the L620 offers user friendly features such as Scene Modes, Easy Auto Mode, Special Effects and Target Finding AF, as well as Full HD video recording at the touch of a button.

“The comfortable ergonomics and thoughtfully placed controls of the COOLPIX L620 make it easy to capture amazing memories from a baby’s first steps to a big hit at a little league baseball game,” said Bo Kajiwara, Vice President of Marketing, Planning and Customer Experience, Nikon Inc. “The COOLPIX L620 also includes many user-friendly features and controls to help consumers capture beautiful photos and videos with ease and confidence.”

The camera body of the COOLPIX L620 is designed specifically for users who seek simplicity with the added benefits and capabilities of a long zoom lens. The incredible 14x optical zoom-NIKKOR glass lens covers a focal length of 25mm to a distant 350mm (35mm equivalent), making the L620 ideal for taking on vacations as well as special moments that require shooting at a distance. For added stability, the integrated grip provides extra support when shooting or composing on the bright, high resolution HVGA 3.0-inch LCD monitor.

The new COOLPIX L620 boasts an 18.1-megapixel CMOS sensor, which assists in capturing detailed images with rich color and clarity. Even in low-light conditions, the camera can help the user to create sharper images with the assistance of lens-shift VR Image Stabilization and wide ISO range up to 3200 ISO. The L620 also features one-touch recording making it is simple to create fun videos and memories in Full HD 1080p video with stereo sound.

Capturing great still shots is effortless with Nikon’s easy-to-use Scene Modes or Easy Auto Mode which enable users to enhance their photos with options like Red Eye Fix and Face-Priority AF. Other special

effects include Quick Retouch, Filter Effects and Skin Softening to create truly flattering portraits. For added convenience, the use of readily available AA-size batteries makes it easy for the user on the go.

Price and Availability

The Nikon COOLPIX L620 will be available in September 2013 for a suggested retail price (SRP) of \$249.95* and is available in either Black or Red. For more information about this COOLPIX camera or other Nikon products, please visit www.nikonusa.com.

In order to give consumers a more effective way to understand the benefits of each COOLPIX camera and to help users determine the best camera to fit their lifestyle, Nikon has segmented the COOLPIX series into five categories: Advanced Performance, Fun & Innovative, Ultra-Slim Zoom, Comfort Long Zoom and Budget Friendly. For more information about this and other COOLPIX cameras, please visit www.nikonusa.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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**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.