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**AMAZING OPTICS AND STELLAR PERFORMANCE ARE AT THE HEART OF
NIKON'S NEWEST COOLPIX CAMERAS**

From Super Zoom to Super Slim, the New COOLPIX P600, COOLPIX P530, COOLPIX S9700 and COOLPIX P340 Offer New Ways for Users to Express Their Creativity

MELVILLE, NY (February 6, 2014 at 11:01 P.M. EST) – Today, Nikon Inc. announced the latest additions to its impressive lineup of COOLPIX cameras that offer incredible optics and great performance. With a myriad of easy-to-use, creative features, the 60x zoom COOLPIX P600 and 42x zoom COOLPIX P530 provide super-long zoom lenses and the versatility needed to capture images and Full HD videos both near and far. Additionally, the ultra-slim, 30x zoom COOLPIX S9700 and the powerful COOLPIX P340 provide exceptional image quality while fitting comfortably in any pocket.

“Incorporating legendary NIKKOR optics, these new COOLPIX cameras provide users with incredible zoom capability and low-light performance that helps produce unrivaled sharpness and detail in their photos and HD videos,” said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. “Users will enjoy capturing amazing photos and Full HD videos from a distance, along with the ability to share unforgettable moments with family and friends instantly.”

New High Power Zooms Allow Users to Get Closer Than Ever Before

COOLPIX P600: Pushing NIKKOR optics to great lengths, the new COOLPIX P600 boasts an impressive 60x optical zoom from a wide-angle 24mm to an unbelievable 1440mm (35mm equivalent) range with the capability to reach even further using 120x Dynamic Fine Zoom*. Lens Shift Vibration Reduction (VR) image stabilization is also incorporated to help reduce the effects of camera shake, allowing users to capture clear photos from incredible distances. With built-in Wi-Fi® connectivity¹, users can show off these amazing photos with family and friends immediately by transferring images to a compatible smart device and uploading them to their social networks.

In addition to photographing from a distance, the P600 also lets the user compose the ideal photo or video from any angle with help from a high resolution (921k-dot) 3.0-inch (7.5cm) Vari-angle LCD display. Users can shoot above a crowd at a sold-out concert or get low to capture a baby’s first steps. With a 16.1-megapixel backside illuminated (BSI) CMOS sensor, the COOLPIX P600 is capable of capturing detailed photos and Full HD 1080/60i video, even in challenging lighting conditions. The P600 also sports advanced features that appeal to serious photographers including full manual controls (P, S, A, M), an

electronic viewfinder and an improved battery life that allows up to approximately 330 shots per charge. What's more, the new Moon and Bird Watching Scene modes make it easier than ever to enjoy the extreme zoom range.

COOLPIX P530: The new COOLPIX P530 also demonstrates the capabilities of NIKKOR optics through an astounding 42x optical zoom with a 24-1000mm range (35mm equivalent) and 84x Dynamic Fine Zoom* that gets the user even closer. This long-zoom offering affords the ability to capture subjects at otherwise unreachable distances in clear detail thanks to Lens Shift VR image stabilization, which helps minimize camera shake. At the core of the P530 is a 16.1-megapixel BSI CMOS sensor that delivers beautiful photos and Full HD 1080/60i videos. Whether a user is looking to grow their photography skills or wanting more control over every shot, the P530 includes full manual controls (P, S, A, M). To help frame stunning photos and HD videos, the COOLPIX P530 sports a 3.0-inch (7.5cm) LCD monitor and a built-in electronic viewfinder, while users can also share their creations with friends and family when connected to the optional WU-1a Wireless Mobile Adapter.

COOLPIX S9700: With a 30x optical zoom (25-750mm, 35mm equivalent) and 60x Dynamic Fine Zoom* packed into a compact body, the new COOLPIX S9700 is putting the power of NIKKOR optics into the hands of users who demand high quality images from a camera small enough to keep up with their active lifestyle. To help eliminate camera shake when utilizing this impressive zoom range, the S9700 incorporates Lens Shift VR image stabilization for share-worthy portraits or action shots. Sharing can happen immediately with the camera's built-in Wi-Fi¹ capability by transferring images to a compatible smart device and uploading them to social networks. Further enhancing the sharing of memories on an exciting trip, the COOLPIX S9700 also includes built-in GPS technology that lets the user see the exact longitude and latitude of where an image or video was captured.

A 16-megapixel BSI CMOS sensor contributes to the amazing image quality by producing breathtaking photos and Full HD 1080/60i videos. The COOLPIX S9700 also implements Hybrid VR image stabilization for stable video recording, even while handheld. From composing the perfect shot to viewing the photo in crisp detail, the COOLPIX S9700's high resolution (921K-dot) 3.0-inch (7.5cm) bright OLED monitor helps the user do it all accurately.

Powerful Performance in a Compact Camera

COOLPIX P340: With a versatile 5x (24-120mm, 35mm equivalent) wide-angle to telephoto zoom range plus 10x Dynamic Fine Zoom*, and a super-fast f/1.8 maximum aperture lens with Lens Shift VR image stabilization, the COOLPIX P340 utilizes the strength of NIKKOR optics to capture super-sharp photos and Full HD 1080/60i videos with low noise and amazing color. The wide and bright f/1.8 lens gives users the ability to control depth of field and shoot in a wide variety of lighting conditions. This powerful compact camera also incorporates a large 1/1.7-inch, 12.2-megapixel BSI CMOS sensor for superior image quality, and a host of advanced features including full manual controls (P, S, A, M) and RAW (NRW) image capture.

Composing and capturing photos, when inspiration strikes, is simple with the P340's high resolution (921K-dot) 3.0-inch (7.5cm) LCD monitor and sleek, portable design that fits comfortably in any handbag or shirt pocket. Sharing that inspirational image can also happen on the fly with the built-in Wi-Fi connectivity¹ where users can transfer images to a compatible smart device and upload them to their social networks. Proving that great things can come in small packages, the new COOLPIX P340 is a sophisticated camera option for demanding photo enthusiasts who seek more power and versatility in a compact camera.

Price and Availability

The COOLPIX P600 will be available in February 2014 in Black and Red for a suggested retail price (SRP) of \$499.95**, while the COOLPIX P530 will be available in February 2014 in Black for a SRP of \$449.95**. Additionally, the COOLPIX S9700 will be available in February 2014 in Black and Red for a SRP of \$349.95**. Lastly, the COOLPIX P340 will be available in March 2014 in Black for a SRP of \$379.95**.

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 these and other COOLPIX cameras, please visit www.nikonusa.com.

About Nikon

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**Dynamic Fine Zoom magnification is calculated from the full-wide end of optical zoom.*

¹Cameras having Wi-Fi® capability can only be used with a compatible iPhone®, iPad®, and/or iPod touch® or smart devices running on the Android™ operating system. The application can be downloaded free of charge from Google Play™ or the Apple App Store.

For use with Android or iOS mobile devices, please refer to mobile device compatibility and available features at <https://play.google.com/store/apps/details?id=com.nikon.wu.wmau&hl=en> (Android) or <https://itunes.apple.com/en/app/wireless-mobile-adapter-utility/id554157010> (iOS).

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