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**PROFESSIONAL PHOTOGRAPHER MAGAZINE HONORS NIKON WITH
TWO 2015 HOT ONE AWARDS FOR BEST MULTI-FUNCTION LENS AND SPEEDLIGHT/HOT SHOE FLASH**

Nikon's AF-S NIKKOR 300mm f/4E PF ED VR Lens and the SB-500 AF Speedlight Win in Their Respective Categories

MELVILLE, NY (July 31, 2015) – Professional Photographer Magazine has selected the Nikon AF-S NIKKOR 300mm f/4E PF ED VR lens and SB-500 Speedlight as the pros' top choice in the Multi-Functions Lens and Speedlight/Hot Shoe Flash categories, respectively for the 2015 Hot One Awards.

The annual Hot One Awards honor the hottest products for professional photographers. From hundreds of entries, a panel of judges—who are all professional photographers—name their top choice among dozens of photography products and services. The awards are highlighted in the August issue of Professional Photographer.

This year, judges for the 16th annual Hot One Awards chose the compact and lightweight AF-S NIKKOR 300mm f/4E PF ED VR lens as the top Multi-Purpose Lens. The judges also chose the versatile SB-500 AF Speedlight as the top Speedlight/Hot Shoe Flash in the industry.

“Nikon seeks to give professional photographers the best equipment for the job, and it is an honor to be recognized once again by Professional Photographer Magazine with these awards,” said Masahiro Horie, Director of Marketing and Planning.

“The winners of the 2015 Hot One Awards represent the pros' choice of the year's photographic products,” says Professional Photographer Senior Editor Joan Sherwood. “The Hot Ones recognize excellence in professional products as judged by the pros who use them. As talented as photographers can be, they still have to rely on their gear, software, professional services, and the products they sell. Their choices for the Hot Ones give our readers a list of worthy winners to consider for themselves.”

The Hot One Awards have provided Professional Photographer readers with a resource of the newest, most 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 35 judges voted on products that ranged from cameras and lenses to albums and displays. They made their selections based on overall quality, innovation, design, performance, and value for the price.

For more than 100 years, Professional Photographer, the official magazine of Professional Photographers of America, has helped readers advance careers in the photographic industry. No other magazine offers a more influential presentation of the people, trends, products, and photographs defining 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.

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 announced the production of 95 million NIKKOR lenses in 2015, 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](#).

About PPA:

Professional Photographers of America is the largest international non-profit association for professional photographers. Almost as long-lived as photography itself, PPA has roots back to 1869. It assists its 28,000 members through education and resources for their continued success in the industry. See why photographers love PPA at <http://www.ppa.com>.

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