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**TOTAL PRODUCTION OF NIKKOR LENSES FOR NIKON INTERCHANGEABLE LENS CAMERAS
REACHES 85 MILLION**

TOKYO (January 16, 2014) – Nikon Corporation is pleased to announce that total production of NIKKOR and 1 NIKKOR lenses for Nikon D-SLR and Nikon 1 advanced cameras with interchangeable lenses, respectively, has reached 85 million in January 2014. For more than 80 years, NIKKOR lenses have set the standard for sharpness, reliability and image quality for both casual shooters and professional photographers alike.

Nikon has steadily expanded its lineup of NIKKOR lenses in the past year, incorporating advanced optical technologies cultivated over a storied eighty-year history.

In August 2013, Nikon announced the AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR lens, a versatile 7.8x high-power zoom lens compatible with DX-format D-SLR cameras, while in November, Nikon introduced the AF-S NIKKOR 58mm f/1.4G, a fast FX-format offering capable of elite low-light performance, earning accolades for its ability to minimize sagittal coma flare¹. In January 2014, Nikon announced two new NIKKOR lenses including a new compact and lightweight zoom lens, the AF-S DX NIKKOR 18-55mm f/3.5-5.6G VR II for DX-format shooters, featuring a retractable lens design for maximum convenience. Also introduced was another addition to Nikon's acclaimed f/1.8 lens lineup, the AF-S NIKKOR 35mm f/1.8G, a versatile fixed focal-length prime ready to thrive in any shooting situation.

Nikon also released the world's first² waterproof and shockproof 1 NIKKOR lenses, the 1 NIKKOR AW 11-27.5mm f/3.5-5.6 (included in the Nikon 1 AW1 waterproof zoom lens kit) and the 1 NIKKOR AW 10mm f/2.8, alongside the Nikon 1 AW1 camera. With eleven total lenses included in the 1 NIKKOR lens lineup, Nikon remains committed to expanding and enriching the lens offerings for Nikon 1 shooters.

September 2013 marked the deployment of Nikon's Optical Performance and Total Image Analyzer (OPTIA), a new measurement device that is able to measure all forms of aberration in interchangeable lenses for cameras, as well as a dedicated image simulator. Using OPTIA and the dedicated image simulator not only offers greater control over resolution, but also enables the development of lenses with more control over varying characteristics of each individual lens.

For more information about the NIKKOR brand as well as the latest NIKKOR and 1 NIKKOR lenses, please visit www.nikonusa.com.

About the NIKKOR brand

The brand name for Nikon lenses, NIKKOR has become synonymous with high-performance and high quality. The NIKKOR name comes from adding "R"—a common practice in the naming of photographic lenses at the time the name was established—to "Nikko", the Romanized abbreviation for Nippon Kogaku K.K. Nikon's own high-quality standards are applied to all stages of development, from initial design to the final product release with strict inspections, to ensure user satisfaction and superior quality of NIKKOR lenses. Nikon's lineup of lenses for interchangeable lens cameras currently consists of more than 80 types of lenses, including ultra wide-angle to super-telephoto lenses, fisheye lenses, zoom lenses, micro lenses, and PC-E lenses that support a wide variety of applications, as well as 1 NIKKOR lenses for advanced cameras with interchangeable lenses.

In 2013, Nikon celebrated the 80th anniversary of NIKKOR lenses with a variety of activities conveying the advantages of NIKKOR lenses, including creation of the "Eyes of Nikon" photo collection, a collection of images by photographers active globally. Nikon will continue to develop and release high-quality products that appeal to users the world over.

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 more than 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).

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¹ *A phenomenon with which the edges of pinpoint light sources in photos of night landscapes and the like appear distorted to resemble the outspread wings of a bird in flight*

² *Among interchangeable lenses for digital cameras with interchangeable lenses available as of September 9, 2013. Statement based on Nikon research.*