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At the heart of the image

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CONSUMER NOTICE

Nikon Restructures to Maximize Digital Camera Sales

Recently, various Nikon and independent news sites have posted press releases announcing that Nikon will cease the manufacture of certain film cameras, lenses and accessories and sale of such products would end upon exhaustion of current inventories.

To clarify: Last fall Nikon Canada advised its dealers that due to the rapid decline in sales of film cameras and the escalating demand for Coolpix and Nikon D-SLRs, the company would reduce its inventory of film cameras, lenses and accessories with a goal of discontinuing these products by March 31, 2006. This decision, while difficult, was necessary in order to ensure Nikon's strength in the burgeoning digital market. We believe the evolving technology, superb quality, and declining price points of the digital medium obviates the need for most film-based cameras and lenses.

This program is ahead of schedule and certain models are already out of stock. We sincerely regret any inconvenience this may cause. However, many Authorized Nikon Canada dealers may still have stock; therefore, please consult your local dealer for further supply information.

To satisfy the requirements of professional photographers and advanced hobbyists, Nikon will continue to manufacture and supply its flagship film SLR the F6 and its entry level FM-10. The manufacture and sale of approximately nine film-oriented, manual focus Nikkor lenses will also continue but due to low demand Nikon Canada will not import these lenses with the exception of the PC Micro-Nikkor 85mm f2.8D.

Parts and service for the discontinued products will continue to be available as per our usual service policy.