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NEWS

CAPTURE LIFE'S UNEXPECTED MOMENTS IN SUPERB IMAGE QUALITY WITH CANON CANADA'S NEW, EASY TO USE AND RE-DESIGNED POWERSHOT A-SERIES CAMERAS

MISSISSAUGA, ON, February 7, 2011 – Canon Canada Inc., a leader in digital imaging solutions, today announced six PowerShot A-series digital cameras with improved operability that produce outstanding images and feature a high-quality, stylish re-design in a variety of fashionable colours. Canon's PowerShot A-series models have been instrumental for entry-level users in learning the joys of photography and these new models continue this tradition with features such as 16-megapixel sensor, 720p HD video capture and a 28mm wide-angle lens to capture images of large groups at a family function or of a child on the playground.

PowerShot A-series models are known not only for producing high-image quality but also being easy to use as well. For the first time in a PowerShot A-series model, the A4000 IS, A3400 IS and A2400 IS models will feature Intelligent IS so the camera automatically selects the most effective image stabilization mode ensuring users always capture the best results. In addition, all of the models announced today will have the Smart AUTO feature with 32 shooting modes that selects the appropriate camera setting based on the users shooting environment. Additionally, for the first time in a PowerShot camera, each model will have a Help button to provide an explanation of various shooting modes to help the user along the way.

"The new additions to Canon's new PowerShot A-series lineup will provide entry-level users with many options to unlock their creativity and capture high-quality images at a budget-friendly price," said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

PowerShot A4000 IS and PowerShot A3400 IS Cameras

The Canon PowerShot A4000 IS and PowerShot A3400 IS cameras will each have a Genuine Canon Lens with Optical Image Stabilization allowing users to capture up-close details and wide landscapes. For the PowerShot A4000 IS camera, there will be an impressive 8x-Optical Zoom lens, the longest to date for a PowerShot A-series model, and the PowerShot A3400 IS camera will have a 5x-Optical Zoom. In addition, both cameras will have a 7.6-centimetre (3-inch) LCD screen; however, the PowerShot A3400 camera's screen will be Touch Panel, another first for a PowerShot A-series model, with Touch Focus and Touch Shutter shooting modes for enhanced camera operation. The PowerShot A4000 IS camera is scheduled to be available in February in black, silver, blue, red and pink for an estimated retail price of \$219.99. The PowerShot A3400 IS camera is scheduled to be available in March in black, silver, red and gold for an estimated retail price of \$189.99.

PowerShot A2400 IS and PowerShot A2300 Cameras

The PowerShot A2400 IS and PowerShot A2300 cameras both feature a 5x-Optical Zoom and a 6.9-centimetre (2.7-inch) LCD screen. The PowerShot A2400 IS camera will also have Optical Image Stabilization and is scheduled to be available in March in black, silver, blue and pink for an estimated retail price of \$169.99. The PowerShot A2300 camera is scheduled to be available in March for an estimated retail price of \$149.99 in black, silver, red and blue.

PowerShot A1300 and PowerShot A810 Cameras

For the more traditional camera user, the PowerShot A1300 camera comes equipped with an optical viewfinder adding to the versatility of this model. Additionally, both the PowerShot A1300 and PowerShot A810 cameras feature a 5x-Optical Zoom lens, 6.9-centimetre (2.7-inch) LCD screen and use AA batteries allowing for easy replacement whether at home or on a family vacation. The PowerShot A1300 camera is scheduled to be available in April for an estimated retail price of \$129.99, in black and silver. The PowerShot A810 camera is scheduled to be available in April for an estimated retail price of \$109.99, in black, silver and red.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

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