

CANON CANADA TO BE PRIMARY PARTNER OF CANADIAN SOCCER ASSOCIATION



Members of the Canadian Women's National Soccer team show off their new Canon PowerShot cameras, presented to them by Colleen Ryan, Senior Director of Corporate Communications, Canon Canada, at right.

VANCOUVER, B.C., January 16, 2012 – Canon Canada Inc., a leader in digital imaging solutions, and the Canadian Soccer Association are proud to announce that Canon Canada Inc. has become a Primary Level Partner of the Canadian Soccer Association and its National Teams, and an Associate Sponsor of the Association's Active Start Soccer Fests, effective today. Canon will be the Exclusive and Official Supplier of Consumer Imaging Equipment, Office Equipment and Medical Equipment for the Canadian Soccer Association.

"Canon has a long and proud history of supporting soccer around the globe," said Colleen Ryan, Senior Director of Corporate Communications at Canon Canada. "Soccer is the largest participatory sport in Canada and is the fastest growing sport in the country. We are extremely proud to support all levels of soccer in Canada, from being a Primary Level Partner of the Canadian Soccer Association and the Canadian National Teams, to being an Associate Sponsor of the more than 150 Active Start Soccer Fests that take place across Canada between April and September every year."

Soccer will take a lead role on the Canadian sport landscape over the next few years, hosting some of the world's largest and most important events, including the CONCACAF Women's Olympic Qualifying tournament at BC Place in Vancouver, January 19 – 29, 2012.

"Canon's involvement in soccer around the world over the years makes this a natural fit for the Canadian Soccer Association," said Peter Montopoli, General Secretary, Canadian Soccer Association. "Having one of the world's most valuable brands on board at the Canadian Soccer Association clearly illustrates that Canadians are embracing 'the beautiful game' and are committed to growing the game across the country."

As part of the five-year agreement, Canon Canada will provide the Canadian Soccer Association with a variety of camera and video equipment, office equipment, as well as providing cameras to every Active Start Soccer Fests across Canada.

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.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

About Canadian Soccer Association

The Canadian Soccer Association, in partnership with its membership and its partners, provides leadership in the pursuit of excellence in soccer, both at the national and international levels. The Canadian Soccer Association not only strives to lead Canada to victory, but also encourages Canadians to a life-long passion for soccer. For more details on the Canadian Soccer Association and its National teams' schedules and results, please visit canadasoccer.com.

For more information, please contact:

Wayne Doyle
Senior Manager, Corporate
Communications
Canon Canada Inc.
(905) 565-4598
wdoyle@canada.canon.com

Riddhi Gandhi
Account Manager
Edelman Canada on behalf
of Canon
416-849-8918
riddhi.gandhi@edelman.com

Michèle Dion
Communications Manager
Canadian Soccer Association
613-857-0827
mdion@soccercan.ca