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NEWS

CANON CANADA CELEBRATES 25TH ANNIVERSARY OF EOS SYSTEM

MISSISSAUGA, ON, March 2, 2012 – Canon Canada Inc., a leader in digital imaging solutions, is proud to celebrate the 25th anniversary of the launch of the Canon EOS camera system. This award-winning system, which has held number one market share for the last 40 continuous months in Canada*, first debuted in March of 1987 with the introduction of the EOS 650 SLR camera and three interchangeable EF lenses.

Standing for “Electro Optical System,” the EOS series first saw light in 1987 as the world’s first fully electronic mount system, representing a new generation of AF SLR cameras. During the film-camera era, EOS SLR cameras garnered high acclaim from a wide range of users for innovative technologies and designs focused on Canon’s key concepts of image quality and ease-of-use. During this period, Canon launched the top-of-the-line professional-model EOS-1 camera in 1989 and expanded its user base with the introduction of the compact, lightweight EOS Rebel in 1993.

Following the introduction of the EOS D30 camera in 2000, Canon began developing advanced digital technologies, such as proprietary CMOS sensors and high-performance proprietary DIGIC image processors, in an effort to offer products that fulfilled the Company’s key concepts of superior image quality, high speed and ease-of-use. With the introduction of the flagship EOS-1D X camera, the newly introduced EOS 5D Mark III camera and the popular Rebel T3i camera, Canon’s rich digital SLR camera lineup continues the tradition, serving the needs of all levels of users, from professional photographers to entry-level photo enthusiasts.

Canon’s interchangeable EF lens series have become the industry standard, with Canon’s optical technologies at its core. These lenses incorporate innovative technologies such as Ultrasonic Motor (USM), Image Stabilization (IS), Sub-wavelength Structure (SWC) anti-reflection and multi-layered diffractive optical (DO) elements. The current EF lens lineup comprises over 60 models, providing a diverse range of imaging-expression possibilities.

With the recent launch of the Cinema EOS System of professional digital cinematography products, Canon’s EOS system now supports motion picture production and other high-end video capture applications. The new Cinema EOS cameras and lenses will help expand the brand and extend capturing capabilities.

Canon will continue to refine its diverse imaging technologies based on its core optical technologies, striving to produce exceptional and reliable cameras and lenses that cater to the varying needs of users while contributing to expanding the culture of photographic and video imaging.

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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†Based on weekly patent counts issued by United States Patent and Trademark Office.

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*Canon Canada has held number one market share in the DSLR category for the last 40 continuous months in Canada, as of January 2012