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NEWS

CANON CANADA INC. ANNOUNCES THE EXCLUSIVE CANADIAN DISTRIBUTION OF TAMRAC PRODUCTS

MISSISSAUGA, ON, 3 January 2013: Canon Canada Inc., a leader in digital imaging solutions, announced today that Canon Canada is the exclusive Canadian distributor of Tamrac products effective March 15. Canon Canada will offer its extensive network of preferred dealers Tamrac's prestigious camera, video, computer and electronic device carrying bags, as well as modular accessories and strap accessories.

"As part of our dedication to providing our customers with the highest quality products, we are pleased to distribute Tamrac bags and accessories in the Canadian market," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada, a wholly owned subsidiary of Canon USA. "We are confident that our valued Canon customers will enjoy Tamrac products, which are favoured by photographers for their superior quality and design."

"We are very pleased to welcome Canon Canada Inc. to the Tamrac family of worldwide distributors." said Mr. Hans Smarius, Vice President International Sales of Tamrac Inc. "Canon Canada's outstanding level of service in the Canadian marketplace mirrors Tamrac's dedication to superior quality and innovation of our products."

Tamrac is distributed in 84 countries around the world and is recognized for its quality, function, design and innovation. The sheer diversity and depth of Tamrac products has made its products first choice for many photographers of all levels. From compact camera cases to photo backpacks and trolleys, Tamrac offers a solution to a wide variety of equipment needs, travel requirements and photographic objectives.

For more information about Tamrac products, please visit www.tamrac.ca.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc. is a leading provider of consumer, business-to-business, and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and was rated by Forbes Magazine as one of the World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. 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 Tamrac

Since 1977, Tamrac has built a reputation for inventing and designing exceptional camera bags using the finest materials available worldwide. The outstanding workmanship and quality are the result of consistently superior product engineering and craftsmanship. Functional designs and a strong sense of style make Tamrac camera bags and accessories easy to use and a pleasure to own.

Tamrac - no one carries it off better.

For more information, please contact:

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