

CANON CELEBRATES 11 STRAIGHT YEARS OF NO. 1 SHARE IN GLOBAL INTERCHANGEABLE-LENS DIGITAL CAMERA MARKET

MISSISSAUGA, ON., March 27, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today announced that its parent company, Canon Inc., is celebrating that its EOS line of interchangeable-lens digital cameras (Digital SLR and compact-system cameras) has consistently maintained the No. 1 share worldwide in terms of volume within the interchangeable-lens digital camera market for 11 consecutive years from 2003 – 2013.¹

In addition to the interchangeable lenses, Canon also develops the key components - the CMOS image sensors and image processors - employed in its interchangeable-lens cameras, incorporating the most advanced of these technologies in the Company's flagship EOS-1D camera series. By applying these technologies to other models as well, Canon has successfully created a powerful product lineup that effectively responds to the needs of a wide range of users, from professionals to entry-level users, which has enabled Canon to maintain the top global share.

In 2003, at the dawn of digital SLR cameras, Canon introduced its breakthrough EOS Digital Rebel SLR camera, a compact and lightweight user-friendly camera that set the stage for growth in the digital SLR market while, at the same time, capturing the top share of the global market. Since that time, Canon, in its ongoing pursuit of high image quality, has launched a number of models for advanced-amateur users that offer among the highest levels of performance for their class. This includes the EOS 5D camera series, which paved the way for digital SLR video recording.

In 2013, targeting entry-level users, Canon launched the EOS Rebel SL1, the world's smallest and lightest² digital SLR camera equipped with an APS-C-size sensor. Within the advanced-amateur user segment, the Company introduced the EOS 70D Digital SLR camera, equipped with innovative Dual Pixel CMOS AF technology, which has earned high praise from the market. These robust products provided the driving force that enabled Canon to achieve its 11th straight year as the world's market leader.

Additionally, in February 2014, Canon, Inc. reached another industry milestone as cumulative production of the EOS-series film and digital cameras surpassed the 70-million unit mark. Furthermore, during the first half of 2014, cumulative production of Canon EF-series interchangeable lenses for EOS cameras is set to reach 100 million units. The foundation to these achievements is the high market share that Canon has maintained, made possible through the long-standing support dating back to the film camera era that the Company has received from its wide user base.

With a history of producing cameras that date back to the Company's founding in 1937, Canon will continue refining its diverse imaging technologies based on its core optical technologies, striving to produce outstanding and reliable lenses and cameras that cater to the varying needs of photographers - from first-time users to advanced amateurs and professionals - while contributing to expanding the photographic and video imaging culture.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, 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 is one of Forbes' Magazine's 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, please visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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

¹ Based on a survey by Canon, Inc.

² Among digital SLR cameras equipped with an APS-C size equivalent sensor. As of March 1,2014, based on a survey by Canon Inc.