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NEWS

CANON CELEBRATES NUMBER ONE SHARE IN GLOBAL INTERCHANGEABLE-LENS DIGITAL CAMERA MARKET

Leader in digital imaging solutions holds top share for 12 consecutive years

MISSISSAUGA, ON., March 26, 2015 – Canon Canada is celebrating that its EOS line of interchangeable-lens digital cameras has maintained the number one share worldwide as measured for 12 consecutive years from 2003 – 2014.¹

Canon also develops key components - CMOS image sensors and image processors – used in its interchangeable-lens cameras. The most advanced of these technologies are incorporated across the Company's entire product lineup, spanning from the professional level flagship cameras to entry-level consumer models. This enables Canon to maintain the top global share by offering a robust product lineup that effectively responds to the needs of a wide range of users.

In 2003, Canon introduced its breakthrough EOS Rebel Digital SLR camera. This groundbreaking camera featured a compact, lightweight design and a competitive price that helped set the stage for Canon's growth in the digital SLR market. Since that time, Canon has launched several products, including the EOS 1D digital SLR camera series targeting professional photographers and the EOS 5D digital SLR series, which paved the way for digital SLR video recording thanks to its full-frame sensor and video-capture function.

In September 2014, targeting advanced-amateur users, Canon announced the EOS 7D Mark II camera, which has garnered high acclaim from the market for its fast and continuous shooting speed of up to 10 frames-per-second and superb autofocus performance. Because of DSLR cameras like the EOS 7D Mark II and others within Canon's impressive camera lineup, the Company has continually maintained the number one market share for 12 years.

Aiming to further strengthen its wide product lineup, Canon introduced four new camera models earlier this year. The new lineup includes the EOS 5DS and 5DS R cameras, both which achieve the world's highest pixel count among 35mm full-frame sensor digital SLR cameras,² the EOS Rebel T6s and the EOS Rebel T6i entry-level digital SLR cameras.

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. 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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¹ Based on a survey by Canon, Inc.

² As of February 6, 2015, based on a survey by Canon.