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News : Canon U.S.A. Launches "Your Ticket To The Super Bowl" Sweepstakes



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(print)

Winner to receive trip for two to Super Bowl XLIII in Tampa Bay

(LAKE SUCCESS, New York--January 14, 2008) Canon U.S.A., Inc., the "Official Camera of the NFL" since 1984, today announced the launch of a Super Bowl sweepstakes. An advertisement promoting the sweepstakes which will award one lucky winner at random a trip for two to Super Bowl XLIII in Tampa Bay in 2009, will begin appearing on January 14 online and in national magazines, major market daily newspapers and on the web at www.usa.canon.com/nfl.

Canon, the longest-tenured sponsor of the NFL, has lined the football sidelines for years with both high-definition TV camera lenses and the white lenses used by professional photographers covering the game, delivering fans' favorite sports photos in more detail and in a more inspired way.

"Canon is proud to play such an integral role in bringing football fans the on-field excitement and drama of the NFL into their living rooms," said Yuichi Ishizuka, senior vice president and general manager of the Consumer Imaging Group at Canon U.S.A. "As the number-one choice of professional photographers, Canon is already the fans' ticket to the game. With this sweepstakes, one lucky fan will have the exciting opportunity to attend the world's most watched sporting event in person next season."

During the 2007 season, Canon once again put forth a comprehensive activation plan designed to engage, empower and inspire consumers to incorporate photography into their everyday lives, through a variety of contests and experiential and instructional programs.

The "Why Do You Love Football?" photo challenge, which closed on December 2, is a nation-wide amateur photo contest in conjunction with the Pro Football Hall of Fame, which aims to capture the fun, passion and excitement of youth football. Canon's "Shoot Like a Pro™" sweepstakes gave fans of ten NFL teams an opportunity to shoot photographs from the sidelines like a professional sports photographer. As part of the experience, NFL team photographers worked alongside the winners offering advice, suggestions and tips on how to shoot action sports photographs.

Additionally, throughout the season, fans were encouraged to visit Canon's NFL microsite at www.usa.canon.com/nfl, which served as the information hub for all Canon NFL programming. The site offered fans the opportunity to enter the "Why Do You Love Football?" photo challenge, participate in a weekly trivia contest, receive video photo tips from Sports Illustrated photographer and Canon Explorer of Light Peter Read Miller, view Canon's "Why We Love Football" television commercial and get information on Canon products and special offers.

About Canon U.S.A., Inc. Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranking third overall in the U.S. in 2006†, with global revenues of \$34.9 billion, is listed as one of Fortune's Most Admired Companies in America and is on the 2007 BusinessWeek list of "Top 100 Brands."

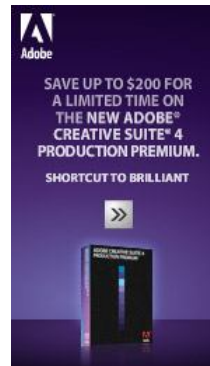
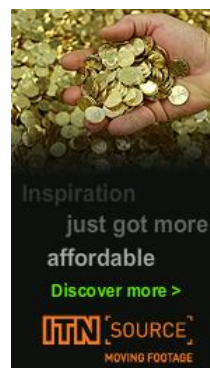
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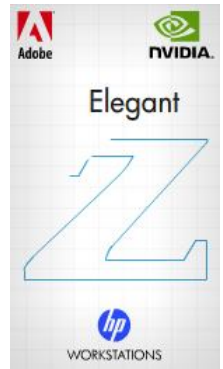
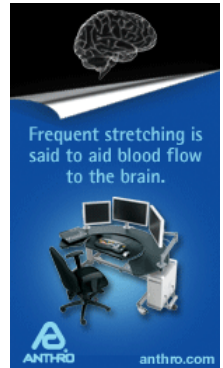
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The Truth About 2K, 4K and The Future of Pixels
 John Galt, Panavision Senior Vice President of Advanced Digital Imaging, led the team that created the Genesis camera, was responsible for the F900 Star Wars camera, and continues to play a leading role in guiding future digital cinema technologies. In this Creative Cow Magazine Extra, join us for a wide-ranging conversation, as John cuts through what he calls the intentional obfuscation of marketing pixels, and considers the range of options that are becoming available to digital filmmakers.



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