

CANON'S TWO NEW LENSES FOCUS ON NEEDS OF PROFESSIONAL AND ADVANCED AMATEUR PHOTOGRAPHERS

LAKE SUCCESS, N.Y., Aug. 24, 2006 – Canon continues its tradition of optical excellence with two new EF lenses – the powerful EF50mm f/1.2L USM and the versatile EF70-200mm f/4L IS USM lenses. Both lenses are valuable additions to the EOS arsenal for professional wedding and portrait photographers as well as advanced amateurs – expanding the range of current Canon EF lenses to more than 60 selections.

“The EF50mm f/1.2L USM lens is now the fastest autofocus lens in its class*, which makes it an essential tool for many professional and advanced amateur photographers,” said Yukiaki Hashimoto, senior vice president and general manager of the consumer imaging group at Canon U.S.A., Inc. “The EF70-200mm f/4L IS USM lens delivers the legendary sharpness and clarity of the Canon ‘L’ series lenses in a compact and lightweight design that is easy to use for hand held photography, making it a versatile lens for any photographer.”

“Wedding moments unfold at the speed of life and my mission is to artfully document in real time as a lasting history of the newlyweds,” said Canon Explorer of Light photographer Denis Reggie, who is known worldwide for captivating wedding and portrait photography. “Many favorite images are made under the challenges of very low light levels, but using superb, fast lenses, the reward is an unmistakable, documentary look. I love the shallow depth of Canon’s remarkable “L” series lenses to bring sharp focus and full attention to the bride’s eyes... that gives me and my clients compelling images that stand out from the crowd. For my celebrity and society wedding assignments, these new Canon lenses will be prized additions to my gear bag.”

The EF 50mm f/1.2L USM Lens – Serious Glass for Serious Photographers

Canon is the only camera manufacturer to provide professionals and advanced amateurs with Digital SLRs that feature full frame sensors, such as the Canon EOS-1Ds Mark II and EOS 5D digital SLRs. The new EF50mm f/1.2L USM lens complements full-frame cameras, while delivering beautiful results on APS-C/H sized sensor models as well.

The EF50mm f/1.2L USM lens is a strong testament to Canon’s heritage of optical excellence. Every aspect of this lens exudes professional quality from its wide 72mm filter diameter to its dust and moisture sealed construction. A high refraction glass molded aspherical lens element helps to minimize spherical aberration, which is crucial in order to provide fine detail and maximum image quality from corner to corner, even when the lens is used wide open. Full frame digital camera users will especially appreciate the benefits of the 50mm focal length, when shooting waist-up portraits while maintaining appropriate subject distance at a wedding.

The large maximum aperture of f/1.2 allows this lens to produce shallow depth of field that softens the background and makes subjects “pop” out of a portrait. Photographers can also take advantage of higher shutter speeds to shoot in lower light and help prevent blurring caused by subject movement or camera shake. In addition to a large aperture, the new lens also has

blazingly fast autofocus speed and response time, thanks in part to Canon's ring-type Ultrasonic Motor (USM), which quietly drives the lens. A full-time manual focus feature allows photographers to fine-tune the sharpness of their images, even when the lens is set for autofocus.

Canon designed the EF50mm f/1.2L USM to deliver the best possible optical quality while being tough enough to meet the needs of demanding photographers. Eight lens elements in six groups provide high resolution, while advanced coating suppresses flare and ghosting. A glass molded (GMO) aspherical element ensures maximum image quality by reducing spherical aberration and linear distortion. Dust and moisture resistant components in the lens mount, switches, and focus ring help to protect the lens in a wide variety of shooting conditions.

The EF70-200mm f/4L IS USM Lens - Versatile and Compact New EF Lens

Canon is also the only manufacturer to provide a full range of professional zoom lenses in both the high-speed f/2.8 category as well as the compact and lightweight f/4 category. Rounding out Canon's f/4L lens lineup is the new EF70-200mm f/4L IS USM lens. This "L" series lens is designed for professional or advanced amateur photographers seeking maximum performance and versatility. This is a lens that can handle almost any assignment, ranging from distant subjects to the demanding requirements of up-close and personal portraits as well as nature photography.

The EF70-200mm f/4L IS USM lens stands up to the rigors of professional use. The lens is sealed from dust and moisture, and is equipped with the latest generation of Canon's Image Stabilizer (IS) technology, making it an optimal everyday shooter. The image stabilization achieves three shutter speed steps of camera shake correction within 0.5 seconds after the shutter button is depressed halfway and yields correction for up to four full shutter speeds while handheld, providing a new level of performance. Users can also select two IS modes, one for stationary subjects and another for intentional panning.

The EF70-200mm f/4L IS USM lens is the same size as the EF70-200mm f/4L USM lens that remains in the EF lens line, but the new lens adds several valuable features. In addition to enhanced weather sealing and image stabilization, the EF70-200mm f/4L IS USM lens incorporates a circular diaphragm to create more natural looking background blur, and distance information to aid autofocus and automatic flash exposure. The lens also suppresses flare and ghosting with advanced coatings and optimal placement of its 20 lens elements in 15 groups. One Fluorite element and two UD (ultra low dispersion) elements thoroughly suppress chromatic aberrations for crisp photos throughout the entire focal range. A ring-type Ultrasonic Motor (USM) provides fast and silent autofocus, while the full-time manual focus function provides maximum control even when the lens is set for AF.

The powerful and fast EF50mm f/1.2L USM lens will be available in November for an estimated selling price of \$1,599**. The compact and universal EF70-200mm f/4L IS USM will also be available in November for an estimated selling price of \$1,249.**

About Canon U.S.A., Inc.

Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. The company is listed as one of *Fortune's* Most Admired Companies in America and is rated #35 on the *BusinessWeek* list of "Top 100 Brands." Its parent company Canon Inc. (NYSE:CAJ) is a top patent holder of technology, ranking second overall in the U.S. in 2005, with global revenues of \$31.8 billion. For more information, visit www.usa.canon.com.

###

Specifications and availability subject to change without notice.

All referenced product names, and other marks, are trademarks of their respective owners

*As of August 24, 2006

**Pricing subject to change at any time. Actual prices are determined by individual dealers and may vary.