

FOR IMMEDIATE RELEASE
Ricoh Web Site: www.ricoh.com

Ricoh Establishes PENTAX RICOH IMAGING COMPANY, LTD.

Tokyo, October 1, 2011--Ricoh Company, Ltd. (President & CEO: Shiro Kondo; hereinafter referred to as “Ricoh”) announces the establishment of PENTAX RICOH IMAGING COMPANY, LTD. as its wholly owned subsidiary on October 1, 2011. Earlier, HOYA Corporation (President & CEO: Hiroshi Suzuki; hereinafter referred to as “HOYA”) transferred the PENTAX Imaging Systems Business to PENTAX Imaging Corporation, a newly established subsidiary of HOYA, through an absorption-type split (spin off) and business transfer. Ricoh has acquired all shares outstanding in PENTAX Imaging Corporation, as of today, completing the transaction. Ricoh also changed the name of the company at the same time.

By forming the new company, Ricoh will strive to further bolster consumer products and services, in addition to its existing digital camera business.

New Company

Company name:
PENTAX RICOH IMAGING COMPANY, LTD.
宾得理光映像有限公司 (in Chinese)

Business:
Manufacture and sales of optical equipment such as digital cameras, binoculars and lenses for security cameras

President & Representative Director:
Zenji Miura (Representative Director, Deputy President, Ricoh Company, Ltd.)

Head office:
2-35-7, Maeno-cho, Itabashi-ku, Tokyo

Established:
October 1, 2011

Capital:
100 million yen

Number of employees:
Approx.1900

Subsidiaries of the New Company

Pentax Imaging Corporation's subsidiaries shown below have been transferred to the new company as of October 1, 2011.

Name of subsidiary	Location
PENTAX RICOH IMAGING PRODUCTS (Vietnam) CO., LTD.	Vietnam, Hanoi
PENTAX RICOH IMAGING PRODUCTS (Philippines) CORPORATION	The Philippines, Cebu
PENTAX RICOH IMAGING EUROPE n.v.	Belgium, Zaventem
PENTAX RICOH IMAGING FRANCE S.A.S	France, Argenteuil
PENTAX RICOH IMAGING UK LTD.	The United Kingdom, Slough
PENTAX RICOH IMAGING DEUTSCHLAND GmbH	Germany, Hamburg
PENTAX RICOH IMAGING AMERICAS CORPORATION	The United States, Denver
PENTAX RICOH IMAGING CANADA INC.	Canada, Mississauga
PENTAX RICOH IMAGING CHINA CO., LTD.	China, Shanghai

MEDIA CONTACTS:

Japan

Francis Harrison

Corporate Communications

Ricoh Co., Ltd.

+81-3-6278-4713

Francis.Harrison@nts.ricoh.co.jp

koho@ricoh.co.jp

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