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DIGITAL CAMERA SALES STAY RED-HOT, WELL-SURPASSES ANALYSTS EXPECTATIONS

CANADIAN IMAGING TRADE ASSOCIATION - Mississauga, ON – June 20, 2007

Recently the Statistics Committee of the Canadian Imaging Trade Association (CITA) membership held its mid-year review of shipments of Digital Cameras into Canadian Retailers through the first quarter of 2007.

While each of the member companies knew that the category was off to a great start (actually outpacing growth expectations), it became very clear during these discussions just how explosive the category is in terms of unit sales volumes.

The revised expectation for **3.5 Million Total Digital Cameras in 2007** (94% Point and Shoot vs. 6% DSLR); this represents growth of +14% in compact and +30% in DSLR from the respective segments.

“The trend is a good news story, not just for our Industry, but it illustrates how Canadian Consumers have really embraced digital photography, and made it part of their lives” stated Kent Hatton, Chairman of CITA’s Statistics Group. “It’s a whole new experience and set of behaviour, and this rejuvenated interest is effecting the upgrade path and replacement cycle of equipment and accessories. People are using their camera much more frequently and adding a second and third model to the household.”

CITA plans to meet again in November 2007 to review how the year will close (as much as 40% of overall sales happen at retail in November and December combined). However, the early prognostication presents a very healthy outlook.