

## P R E S S   R E L E A S E

### DIGITAL CAMERA SALES FORECAST SURPASSED

Toronto – September 17, 2004

Suppliers of digital cameras have been handed a major surprise: Canadian consumers have purchased far more digital cameras than forecast.

The Canadian Imaging Trade Association (CITA), headquartered in Toronto, issued a forecast earlier this year that digital camera sales would increase 30 percent in 2004 compared to last year's sales. In fact, digital camera sales to mid-year were running at 61 percent greater than for the same period of 2003, with no let-up in sight.

Manufacturers shipped 1.5 million digital cameras to Canadian retailers in 2003, a 69 percent increase over 2002. In 2002 digital camera sales increased 103 percent over 2001 levels, and in the year 2001, the growth in digital camera sales was 84 percent higher than those of 2000.

The growth in the digital camera market has been nothing short of exceptional. The rate of consumers shifting from conventional photography to digital has been far faster than many industry experts had predicted. In 2003, digital camera sales represented more than 67 percent of all camera sales in Canada, up from 44 percent in 2002.

It seems likely that digital cameras again will be one of the most sought-after Christmas presents this year -- if consumers can wait that long. Many, obviously, can't. And who can blame them; digital camera users can easily get photo-quality prints made from their electronic images, without having to purchase film or have it processed. And as more and more people have discovered this fact, the number of prints made from electronic images has increased.

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*Founded in 1955, the Canadian Imaging Trade Association is the association of manufacturers/importers and distributors of photographic/electronic imaging equipment and sensitized materials.*

For further information:  
Dori Gospodaric, General Manager  
Canadian Imaging Trade Association  
145 Upper Canada Dr.  
Toronto, ON, M2P 1S9  
(416) 226-2750  
fax (416) 226-3347

