

press release

CANON U.S.A. RECEIVES 2007 PUBLIC TELEVISION LEADERSHIP AWARD

AT PBS DEVELOPMENT CONFERENCE

New York, N.Y., October 19, 2007 – Canon U.S.A., Inc., was honored with a 2007 Public Television Leadership Award for the Company’s sustained commitment to and funding for public television. The award was presented at the PBS Development Conference being held in Palm Desert, Calif., October 3 – 5, 2007.

Individuals, organizations and corporations were nominated for the Public Television Leadership Award by PBS member stations. The Development Advisory Committee (DAC), a group of station professionals who provide ongoing counsel and guidance to PBS, selected honorees based on their ongoing commitment to local stations and to public broadcasting.

Canon U.S.A. has provided corporate underwriting for *NATURE* since 1990. Produced for PBS by Thirteen/WNET New York, *NATURE* has won nearly 400 awards for its programs about wildlife and natural history. *NATURE* can be seen on PBS Sunday nights at 8 p.m. ET (check local listings).

NATURE is public television's leading showcase for natural history and wildlife films. Now celebrating its 26th anniversary season, this Peabody and Emmy award-winning PBS series has raised the environmental consciousness of millions of Americans by celebrating the beauty, diversity and value of the Earth's species and habitats.

“We are honored to receive the prestigious 2007 Public Television Leadership Award,” said William Reed, senior vice president and general manager, Corporate Communications, Canon

U.S.A., who accepted the award on behalf of Canon. “Our corporate philosophy of *Kyosei* – all people, regardless of race, religion, or culture, harmoniously living and working together into the future, emphasizes our commitment to supporting a wide range of environmental programs that raise awareness for the need to preserve and conserve our planet for future generations.”

“Canon understands and appreciates the power of images to teach and enlighten, and its support of *NATURE* over the past 17 years has helped raise the environmental consciousness of viewers at home and students in classrooms across the country,” said Barbara Bantivoglio, vice president for Institutional Advancement at Thirteen. “On behalf of Thirteen’s CEO, Bill Baker, and its president, Neal Shapiro, I am pleased to congratulate Canon on this prestigious award.”

Canon has also helped make 1.2 million *NATURE* educational, print materials available to science teachers nationwide in grades 5-8. In addition, it supplied cameras to the National Teacher Training Institute’s workshops in New York, where educators were taught classroom strategies to integrate *NATURE* video, online and print materials into the curriculum. Canon is also a co-sponsor of *NATURE*’s event at the Jackson Hole Wildlife Film Festival for the third year and integrates the program during the company’s annual Earth Day festivities.

In addition to the PBS *NATURE* series, Canon U.S.A. supports a wide range of environmental education and conservation initiatives, including the Canon Envirothon, one of North America’s largest high school environmental education competitions; scientific research and educational programs at Yellowstone National Park; and many additional local programs. For more information, visit www.usa.canon.com/environment.

About PBS

PBS is a media enterprise that serves 355 public noncommercial television stations and reaches 73 million people each week through on-air and online content. Bringing diverse viewpoints to television and the Internet, PBS provides high-quality documentary and dramatic entertainment, and consistently dominates the most prestigious award competitions. PBS is a leading provider of educational materials for preK-12 teachers, and offers a broad array of other educational services. PBS’ premier kids’ TV programming and Web site, PBS KIDS Online (pbskids.org), continue to be parents’ and teachers’ most trusted learning environments for children. More information about PBS is available at pbs.org, one of the leading dot-org Web sites on the Internet.

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." To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/pressroom

About Thirteen/WNET New York

Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as *Nature*, *Great Performances*, *American Masters*, *Charlie Rose*, *Religion & Ethics NewsWeekly*, *Wide Angle*, *Stage on Screen*, *Secrets of the Dead*, and *Cyberchase* – as well as the work of Bill Moyers – to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as *The Ethnic Heritage Specials*, *The Thirteen Walking Tours*, *New York Voices*, and *Reel New York*. With educational and community outreach projects that extend the impact of its television productions, Thirteen takes television “out of the box.” And as broadcast and digital media converge, Thirteen is blazing trails in the creation of Web sites, enhanced television, CD-ROMs, DVD-ROMs, educational software, and other cutting-edge media products. More information about Thirteen can be found at: www.thirteen.org.

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