

Press Release

Canon celebrates a decade of 'most trusted' camera brand in Europe with Reader's Digest

- **Consumers in 14 out of 16 European countries vote Canon 'most trusted'**

LONDON, 1 March 2010 – Canon, world-leader in imaging solutions, has been voted as Europe's top camera brand for the tenth consecutive year in the Reader's Digest Most Trusted Brands Survey 2010, an annual pan-European survey of consumer attitudes to brand products and services.

Reader's Digest asked its readers in 14 languages across 16 European countries to nominate the brand they trusted most in a range of consumer categories, including cameras. Respondents were drawn from the Reader's Digest customer database of 4.5 million homes in Europe, and more than 32,000 responses were analysed.

Canon was one of only three brands nominated as 'most trusted', Canon coming out on top in 14 of the 16 countries. Respondents rated each brand on the following four criteria: Quality, Excellent Value, Strong Image and Understands Customer Needs.

James Leipnik, Chief of Communication for Canon Europe said: "It is a great achievement to have been awarded the 'most trusted' camera brand for the last ten years by readers from all across Europe. At Canon we nurture a passion for the power of image, providing our customers with imaging solutions that empower creativity and innovation. It is rewarding to see that so many readers of the Reader's Digest continue to trust us to deliver products of the highest quality."



"Consumer trust is vital to successful brands. Maintaining trust in a fast changing world is one of the biggest challenges facing companies today, especially in the technology sector. For Canon to have maintained its position as the most trusted camera brand in the large majority of countries in Europe is impressive" said Gavin Murray, Regional Advertising Director, Europe, Reader's Digest.

The 14 countries that selected Canon as the 'most trusted' camera brand were Austria, Belgium, Finland, France, Germany, Hungary, Netherlands, Portugal, Romania, Russia, Spain, Sweden, Switzerland and the UK.

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:

www.canon-europe.com

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