

Press Release

FOR IMMEDIATE RELEASE

Canon congratulates World Press Photo of the Year winner



WORLD PRESS PHOTO OF THE YEAR 2010: Pietro Masturzo, Italy

United Kingdom / Republic of Ireland, 15th February 2010: Canon congratulates Pietro Masturzo, a freelance photographer from Italy, for winning World Press Photo of the Year 2009, which was announced on 12th February. Pietro's image, showing women shouting in protest from a rooftop in Tehran, was chosen from a total of 101,960 images.

Now in its 53rd year, the World Press Photo Contest is universally acknowledged as the world's premier competition for photojournalism and its accolades are coveted by photographers across the world. This year, a record 5,847 professional photographers from 128 countries submitted images – an increase of 6 per cent from last year. Canon has been a global corporate sponsor of World Press Photo since 1992.

Nigel Taylor, Marketing Communications Director, Canon Consumer Imaging Group, Europe, comments: "As the nature in which journalists tell their stories continues to

evolve, the power of image has never been so important. Canon's longstanding relationship with World Press Photo is driven by this passion and ability to enable anyone to tell a story. Each of this year's winners has demonstrated a unique and incredible zeal in the way they tell their own and other's stories and we would like to pass on our heartfelt congratulations to all of them."

The international jury of picture editors, photographers and press agency representatives – chaired by Ayperi Karabuda Ecer, the Vice President of Pictures at Reuters – spent two weeks selecting the winners before awarding prizes in 10 themed categories to 63 photographers of 23 nationalities, with one image being selected as World Press Photo of the Year 2009.

For the first time, the 2010 contest focused in depth on three categories: Sports, Nature and Portraits by creating specific juries for these categories. One judge from each of these categories was then invited to take part in the final round of judging.

The winning image was taken in June 2009 following the contested presidential elections in Iran and was shot on a Canon EOS Digital SLR. Pietro Masturzo will receive a cash prize of €10.000 from World Press Photo at an awards ceremony in Amsterdam on 2nd May. In addition, Canon Europe will provide with a Canon EOS Digital SLR camera and lens kit.

An exhibition of the prize-winning World Press Photo images will be shown from Friday 23rd April until the 20th June 2010, in the Oude Kerk, Amsterdam. Subsequently the exhibition will tour to some 100 cities in 45 countries around the world.

World Press Photo receives support from the Dutch Postcode Lottery and is sponsored worldwide by Canon and TNT.

Further information about World Press Photo is available at www.worldpressphoto.org. A selection of prize-winning images is available for publication on the international wire services of AP, AFP, EPA and Reuters, and on the press download area of World Press Photo's corporate website www.worldpressphoto.org/downloads (registration required).

An up-to-date exhibition schedule is also available online:
www.worldpressphoto.org/exhibitions

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Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press

Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343

diane_johnson@cuk.canon.co.uk / 01737 220 413

sarah_belfrage@cuk.canon.co.uk / 01737 220 185

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Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.

World Press Photo media enquiries, please contact:

Ms. Sasja de Bie

t: +31 (0)20 676 6096

e : press@worldpressphoto.org