



## Press Release

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### PENTAX Hires RPA

Santa Monica, Calif., April 18, 2008 – PENTAX Imaging Company, a division of PENTAX of America, Inc., announced the hiring of RPA as its agency of record to handle all integrated marketing for the company. The PENTAX Imaging Company marketing support budget for 2008 is approximately \$10 million.

“We believe RPA has the vision and resources to leverage the strong heritage of PENTAX and reestablish our brand as a viable player in the U.S.,” said Ned Bunnell, President of PENTAX Imaging Company.

A team of professionals from various disciplines within the agency will develop an integrated campaign, including video, print, digital marketing, collateral, event marketing and Web development. The creative team is led by Joe Baratelli and Pat Mendelson, both Senior Vice Presidents, Creative Directors at RPA.

“PENTAX has more than 50 years of celebrated brand history in the U.S., and we are thrilled to have the opportunity to help build the brand for the future,” said Tom Kirk, EVP, Management Account Director, at RPA. “As a truly integrated agency, we have all the expert disciplines under one roof, which uniquely enables us to further develop PENTAX’s relationship with their customers and dealers.”

#### **About PENTAX Imaging Company**

PENTAX Imaging Company is an innovative leader in the production of digital SLR and compact cameras, lenses, flash units, binoculars, scopes, eyepieces, mobile printers and scanners. For more than 80 years, PENTAX has developed durable, reliable products that meet the needs of consumers and businesses. With headquarters in Golden, Colorado, PENTAX Imaging Company is a division of PENTAX of America, Inc.

#### **About RPA**

RPA, headquartered in Santa Monica, Calif., is a leading independent advertising agency based on the West Coast, with more than \$1 billion in billings. RPA builds momentum for brands by offering its clients truly integrated campaigns that resonate throughout its disciplines, which include traditional advertising, interactive, direct and event marketing. RPA’s client list includes American Honda, both the Honda and Acura brands, La-Z-Boy, Mandalay Bay Resort and Casino, and Pharmavite’s SOYJOY, and it is the media planning and buying agency for Metro-Goldwyn-Mayer, Lenox Financial Mortgage, Reily Foods and Zatarain’s. For more information, visit <http://www.rpa.com>.

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