

August 17, 2011

Dear Business Partners, Colleagues, and Friends,

I last wrote to you to immediately following the Japan Earthquake and subsequent Tsunami to openly explain the status of Pentax Lifecare in Japan. As you may recall we were fortunate in that our personnel were all safe and sound and that our facilities and manufacturing plants experienced only very nominal damages. We had though been challenged with supply chain, power and logistical disruptions that affected some production capabilities and timelines.

I am very pleased to announce Today that we have officially exited crisis mode. There are no longer uncertain logistical issues and we have adapted our supply chain for flexibility and continuity. We are now able to operate at 100 % production capacity and are able to respond to market requirements and demand. We are grateful that, looking back, we emerged from the crisis with no substantial adverse effects.

Our people at Pentax demonstrated dedication and diligence to bring us through this difficult time. And in no small way we have been touched and inspired by the sympathy and understanding expressed by you – our customers and partners. We are all in an industry and in professions that unite us in supporting the wellbeing of others; and this same unity of purpose and consideration for the wellbeing of Japan and Pentax Lifecare was well received and instrumental to us during this difficult time. We would like to take this opportunity to express our sincere thanks to you for showing us forbearance and understanding throughout the past several months.

Our focus and dedication is to meet our customers' needs and high expectations and that is why it is with great pleasure that I announce our resumption of normal operations.

We are grateful for your past and continued support as part of the Pentax Lifecare family.

Sincerely,



Chris Japp
Global President, PENTAX Lifecare
Tokyo, Japan