



## **CASIO TO EXHIBIT AT 2008 PDN PHOTOPLUS INTERNATIONAL CONFERENCE + EXPO**

*Headlines Strongest Exhibitor List in 25 Year History of the Most Important Event in  
Photography*

**New York City – September 16, 2008** – Casio America, Inc. has agreed to join the list of distinguished companies exhibiting at the 2008 PDN PhotoPlus International Conference + Expo, to be held October 23-25 at the Jacob Javits Convention Center.

“We are honored to add such a respected and innovative figure in the industry as Casio as an exhibitor at this year’s Expo,” said Jeff McQuilkin, Show Director of PDN PhotoPlus Expo. “Casio joins a stellar roster of exhibitors at this year’s event that includes industry leaders such as Adobe, American Express, Calumet, Canon, Epson, HP, Leica, Olympus, Nikon, Sony and Xerox, among others. PhotoPlus showcases hundreds of exhibitors, thousands of new products and over 100 educational seminars featured at this year’s Expo, which combine to make it the strongest event in its 25 year history. This year’s event features more exhibitors and registered attendees than ever before, reflecting a groundswell of enthusiasm.”

“With Casio making strides to create a new market with the introduction of its innovative new products and revolutionary features, we could not think of a better venue at which to showcase our exciting new product lineup than at the 2008 PDN PhotoPlus Expo,” said Bill Heuer, Vice President of Sales for Casio’s Digital Imaging Division. “It is a valued event within the industry, and we are eagerly anticipating launching our products there.”

### **About PDN PhotoPlus International Conference + Expo**

Designed for professionals in the photographic and imaging industries, PDN PhotoPlus showcases the latest advances in photography, both traditional and digital. Held annually at the Jacob Javits Convention Center, attendees have the opportunity to explore an inspiring array of photography and imaging products and services - everything from image capture and color management to retouching and storage - all from the industry's leading manufacturers.

The show also offers over 100 photography and imaging seminars and hands-on workshops taught by world-renowned experts with a focus on cutting-edge innovations in digital imaging products and techniques.

The 2007 Expo recently received top rankings in Exhibit Survey Inc.'s annual Trade Show Trends Report for the second year in a row, as published in the April 2008 issue of *Exhibitor* magazine, ranking at or near the top in most major categories of its "Top Trade Shows of 2007": 2<sup>nd</sup>-Highest Total Buying Plans; 8<sup>th</sup>-Highest Net Buying Influence; and 2<sup>nd</sup>-Highest Traffic Density.

The survey results can be seen at:

<http://www.exhibitoronline.com/exhibitormagazine/apr08/trends.asp>

More information on PDN PhotoPlus International Conference + Expo is available at:

<http://www.photoplusexpo.com>

### **About Casio America**

Casio America, Inc., Dover, N.J., is the U.S. subsidiary of Casio Computer Co., Ltd., Tokyo, Japan, one of the world's leading manufacturers of consumer electronics and business equipments solutions, established in 1957. Casio America, Inc. markets calculators, keyboards, digital cameras, mobile presentation devices, disc title and label printers, watches, cash registers and other consumer electronic products. Casio has strived to realize its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. For more information visit our website at [www.casiousa.com](http://www.casiousa.com).

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