



PRESS RELEASE

Olympus and PADI Asia Pacific Partner to promote the Digital Underwater Photographer Specialty Course throughout Asia Pacific

SYDNEY – June 2007 – Olympus, the industry leader in opto-digital technologies and pioneer in the digital camera market, together with PADI (Professional Association of Diving Instructors) announced today that they have partnered in support of the PADI Digital Underwater Photographer Specialty Course in Asia Pacific – including Singapore, Malaysia, Thailand and Indonesia.

During the course, participants learn to use the PADI SEA (Shoot, Examine and Adjust) method, which takes full advantage of digital technology to achieve good underwater photos faster. They not only learn the three primary principles on how to take good photos underwater, but also how to edit and share them with their friends via email or printing, optimizing their work with their computer, storage and more. They are also taught how to choose and use modern digital cameras and underwater housings.

To sign up for the course, participants must be a PADI Open Water Diver or Junior Open Water Diver (or have a qualifying certification from another training organisation). However, participants can take the course as a snorkeller and receive a non-diving certification. The PADI Digital Underwater Photographer Specialty Course certification credits toward the Master Scuba Diver rating, and is one of PADI's most adaptable specialty courses, and can even be started during the last dive of the PADI Open Water Diver course.

On why Olympus and PADI have teamed up for this course in Asia Pacific, Mr Jimmy Loh, General Manager, Olympus Imaging Singapore said: "Olympus is the only manufacturer that has both splash proof and waterproof camera line up. This unique feature makes it ideal for water related activities, and people can have fun without any fear of accidental contact with water. Being the pioneer in developing digital camera and its underwater housing, Olympus has a good understanding of divers' requirements. In fact, our latest digital camera models have multiple underwater pre-set programs (e.g. Underwater Wide 1 for landscape photo taking,

Underwater Wide2 for landscape photo taking with quicker shutter release and Underwater Macro for close-up photo taking) that makes it very easy to start underwater photography and get beautiful results right away. We believe that we can spread the joy of photography above water and under water to PADI members as well as all digital camera users through this partnership program between PADI and Olympus.”

“We welcome the opportunity to partner Olympus in growing this exciting segment of the dive market – Underwater Photography – one which is growing at a rapid rate. Olympus’ brand recognition, market position, reach within Asia Pacific and reputation for providing a consistent quality service is the reason why we have selected Olympus as our partner. We strongly believe there are multiple synergies in this partnership for both parties. We are already working with Olympus in Europe and as such it was only natural for us to expand the partnership to the Asia Pacific region,” said Mr Shahram Saber, Marketing Manager of PADI Asia Pacific.

PADI’s membership has grown to include more than 130,000 PADI Professionals and approximately 5,300 PADI Dive Centres and Resorts operating in 180 countries and territories. PADI Professionals are among the most respected in the dive industry, delivering consistent, quality education and training to nearly 1,000,000 divers annually.

About PADI

PADI (Professional Association of Diving Instructors) is the world's largest recreational dive training, certification and membership organisation. PADI Members (dive centres, resorts, educational facilities, instructors, assistant instructors and divemasters) issue nearly 1,000,000 certifications worldwide each year, making underwater exploration and adventure accessible to the public, while maintaining the highest industry standards for dive training, safety and customer service. For more information, visit padi.com.

About Olympus Imaging Singapore

Olympus Imaging Singapore is the unparalleled industry leader in opto-digital technologies, delivering award-winning digital imaging products for the consumer and professional markets in Singapore. Driven by a strong commitment in providing innovative products and solutions of the highest quality, Olympus Imaging Singapore works closely with industry partners, customers and other Olympus business units in producing leading-edge products. These include analogue and digital cameras, professional SLR imaging systems, and voice recorders, amongst others. Olympus Imaging Singapore's unrelenting efforts in superior customer service also bear testimony to its brand promise of delivering the best user experience to all consumers and professional users in the imaging field. For more information, please visit <http://www.olympus.com.sg>.

CONTACT INFORMATION

PADI Asia Pacific

Louise Cooke – louise.cooke@padi.com.au
Senior Marketing Executive
TEL: + 61 2 9454 2811

***Olympus Imaging Singapore Pte Ltd
Consumer Products Division***

Sunny Ng, js_ng.osp@olympus.com.sg
Marketing Manager
TEL: +65 6834 0010
For customer enquiries contact 1800 659 6787
or for details on other Olympus products visit
www.olympus.com.sg

#