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THE1STMOVEMENT NAMED AS PENTAX IMAGING COMPANY'S DIGITAL AGENCY OF RECORD

PENTAX selects new digital agency partner to increase brand awareness through integrated marketing initiatives

DENVER, CO (September 15, 2010) PENTAX Imaging Company announced today that it has retained The1stMovement (T1M) as Digital Agency of Record (DAOR). The agency, recognized for its award winning digital campaigns, will furnish strategy, creative, media planning and buying, as well as production services across various online and offline platforms.

"The1stMovement's breadth of agency services and innovations in digital media are well-aligned with PENTAX's growth and direction," said Ned Bunnell, President, PENTAX Imaging Company. "Digital marketing plays a vital role in our overall marketing and advertising strategy. The1stMovement is right-sized and perfectly situated to help us reach our goals."

"T1M is thrilled to have been awarded agency responsibilities for PENTAX Imaging Company," said Ann Van Orsdel, President of The1stMovement. "We look forward to applying the most innovative digital solutions to support the newest product lines. As an agency partner, it's our job to bring out the best of the brand and we couldn't have found a better fit than PENTAX."

Among the reasons for selecting T1M as AOR, PENTAX cited T1M's ability to unite outstanding creative with digital technology, along with its proven track record of success. Recently, the agency earned a variety of prestigious awards, including the Webby Award, Stevie Awards, ADDY Award, Horizon Interactive Award, Communications Arts Award and many more. Further, the agency was named by the *Los Angeles Business Journal* as "2010 Best Places to Work," and the *Denver Business Journal* as a "Top Advertising Agency." Another milestone was reached recently, when T1M earned multiple ranks within the 2010 Inc. 500|5000 list of America's fastest growing companies early in its fourth year.

About PENTAX Imaging Company

PENTAX Imaging Company is an innovative leader in the production of a variety of digital cameras including weather resistant digital SLRs and stylish, compact, waterproof cameras, as well as lenses, flash units, binoculars, scopes and eyepieces. For over 90 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 The1stMovement

A full-service digital agency with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Founded in 2006, T1M has since gained recognition for its accomplishments within a wide range of well-established brands including Adobe, AT&T, Cisco, Comcast Entertainment Group, Dex One and Xcel Energy. The firm thrives on its ongoing pursuit of innovation, taking clients on an interactive journey where they engage, learn, and play. For more information, visit the1stmovement.com.

Photos Available

1. Ned Bunnell, President, PENTAX Imaging Company
2. Ann Van Orsdel, President, The1stMovement

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