

Canon U.S.A. and The Arbor Day Foundation Set Out to Sow The Canon Forest Program

Successful Nationwide Promotion Introduced Last Year Aims to Double the Amount of Trees Planted

Lake Success, N.Y., April 22, 2009 – Helping consumers make a difference in the environment, Canon U.S.A, Inc., a leader in digital imaging, today announced it will bring back the Canon Forest Program, working with the Arbor Day Foundation, this Earth Day.

Beginning on May 1 and running through August 31, for every 10 Canon Generation Green products registered on the Canon U.S.A. website, Canon will plant a treeⁱ through the Arbor Day Foundation. Introduced on Earth Day last year, the Canon Forest Program was so successful that the original target date was met three weeks early and 20,000 trees were planted throughout the U.S. In addition to the product registration campaign, Canon will plant one tree for every new hardwareⁱⁱ item purchased from the Canon eStore (www.estore.usa.canon.com), from April 23 – May 7.

“Canon’s commitment to the environment is an inherent part of our corporate philosophy of *Kyosei* – all people, regardless of race, religion, or culture, harmoniously living and working together into the future,” said Yuichi Ishizuka, senior vice president and general manager, Consumer Imaging Group, Canon U.S.A. “The smallest of efforts can add up significantly when everyone participates, ultimately helping us achieve our collective goal of a sustainable environment.”

Canon’s Generation Green line of products, which includes its PIXMA Inkjet Printers, imageFORMULA DR-Series scanners, imageCLASS printer products and CanoScan and LiDEscanners, offers paper-saving technology and energy-saving measures, as well as minimal product packaging, all helping to contribute to the overall sustainability of the environment.

Canon believes that accountability is vital to its sustainability initiatives; this is why Canon, along with the Arbor Day Foundation, will enable customers to keep track of the program’s progress by visiting www.usa.canon.com/green, when the program commences on May 1. Here visitors can register their new and existing Generation Green purchases, view a tree counter that will show where and how many trees have been planted, learn more about how they can maximize the efficiency of their Canon Generation Green Products and other features on the site.

In addition to Generation Green, Canon U.S.A. protects future generations by helping to

preserve nature's most valuable resources through the support of a wide range of environmental education and conservation initiatives, including the Canon Envirothon, one of North America's largest high school environmental education competitions; the PBS Nature series; and scientific research and educational programs at Yellowstone National Park. Canon also established the industry's first and longest-running Toner Cartridge Return Program in 1990. To date, more than 150,000 tons of toner cartridges have been diverted from landfills. For more information, visit www.usa.canon.com/environment.

About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked third overall in the U.S. in 2008[†], with global revenues of US \$45 billion, is listed as number seven in the computer industry on *Fortune Magazine's* World's Most Admired Companies 2008 list, and is on the 2008 BusinessWeek list of "Top 100 Brands." At Canon, we care because caring is essential to living together in harmony. Founded upon a corporate philosophy of *Kyosei* – "all people, regardless of race, religion or culture, harmoniously living and working together into the future" – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives. Additional information about these programs can be found at www.usa.canon.com/kyosei. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/RSS.

About the Arbor Day Foundation

The Arbor Day Foundation is a nonprofit conservation organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at www.arborday.org.

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ⁱ Up to 40,000 total trees could be planted over the course of the program, depending on the total number of products registered.

ⁱⁱ Up to 1700 new products sold; excludes ink, paper, toner, and accessories.

[†] Based on weekly patent counts issued by United States Patent and Trademark Office.

All referenced product names, and other marks, are trademarks of their respective owners.