

Auckland / New Zealand, 07 April 2009

Open Letter Concerning the Relocation of Pentax Europe Headquarters to Paris

Since 2001 DigitalFotoNetz.de has been a continuously growing online community now comprising more than 7,500 registered members and 2.5 million page impressions per month. It has grown to one of the world's largest web-resources for Pentax customers as well as for many other enthusiastic amateur and professional photographers.

We as team running DigitalFotoNetz.de as well as our members, who predominantly use Pentax equipment, are deeply concerned about recent announcements on rationalization within the Hoya Corporation and especially the latest news notifying the relocation of the European headquarters from Hamburg to Paris and the outsourcing of the service department. We all regret this step for which we do not see an adequate reason because Hamburg is one of the most growing European cities and centre of media and creative services.

At this point we would like to thank all employees in Hamburg on behalf of our whole internet community. Despite difficult market conditions for a smaller manufacturer as Pentax is we have always been very content with the work everyone in Hamburg has done, especially of those still doing a great job in the camera service. All of us are truly worried about the future of Pentax in Germany because good service and the direct communication between consumers and staff in Hamburg has been one of the main reasons leading to our satisfaction with Pentax products.

My personal thanks as founder and carrier of DigitalFotoNetz.de are dedicated to the whole product management and service department in Hamburg, as well as to all other staff members to whom I have always had good contacts during the last nearly eight years since the first launch of DigitalFotoNetz.de. I hope that a trustful communication will also be possible after the headquarters has moved.

Moreover we all demand everyone, independent where he or she works within Pentax and the Hoya Corporation, to take all their customers seriously as they built the basis for current and future success. Pentax has been different from other manufacturers in their product line-up as well as in their strong connection to all customers. This unique characteristic and unique selling point should not be put at any risk. Many customers have been loyal to Pentax for decades and will continue to enjoy their equipment if Pentax does not only concentrate on the mass market without providing good service and being respectful to their customers. This is a particular concern for the numerous members from Switzerland and the local "*Pentax Family Switzerland*" that has been

founded only a few years ago working closely together with Pentax Switzerland and DigitalFotoNetz.de.

Our personal best wishes go to everyone in Hamburg who will have to move to Paris to stay within Pentax or will lose their jobs in the worst case. All of them deserve a fair and respectful treatment and valuation for their work during the ten years in which the European headquarters has been in Hamburg.

We highly appreciate responses from everyone who feels the need to add anything or who is able to give more detailed explanations and a reliable future outlook for Pentax.

This letter is supported and signed by the whole team running DigitalFotoNetz.de on behalf of all their members:

CHRISTIAN LAMKER	Administrator, Founder & Carrier
MARKUS RYHSEN	Administrator
CHRISTOPH DORSCHER	Moderator
DR. HEIKO HAMANN	Moderator
MIKE RUNGE	Moderator
SAYURI JÄGGIN-TAKAHAMA	Pentax Family Switzerland

Supporting signatures are collected online within the DigitalFotoNetz.de community discussion forums:

→ <http://forum.digitalfotonetz.de/viewtopic.php?t=64240>

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