

**ILFORD PARTNERS WITH CANON USA, INC., ON THE “TRY MY PHOTO”
CAMPAIGN OFFERING FREE INKJET PHOTO PRINTS TO PHOTOGRAPHERS**

Photographers can commission a free print on ILFORD GALERIE professional-quality media using Canon PIXMA Pro printers

Avon, CT, USA – JULY 26, 2011 – ILFORD America Inc. (www.ilford.com), a leading developer and manufacturer of professional quality media for both inkjet printing and color photographic processes, today announced it has partnered with Canon USA Inc. on the new [“Try My Photo” campaign](#), a limited-time offer exclusive to United States residents which will allow them to see one of their favorite images printed on ILFORD GALERIE media using the select Canon PIXMA Pro series printers .

To demonstrate the professional quality printing capabilities of its inkjet printers, Canon has selected the [ILFORD GALERIE Smooth Pearl](#) , on which to produce the free 8.5”x11” print. The ILFORD GALERIE line is a top choice of professional and enthusiast photographers looking for a truly universal inkjet photo paper compatible with all high-end inkjet printers on the market. The GALERIE Smooth Pearl is a high density, nanoporous paper, which delivers an instant drying pearl surface for superior image quality and color rendition.

To take advantage of this excellent opportunity to see their favorite image finely printed on high-quality paper with top-tier hardware, photographers can upload a JPEG file via: www.trymyphoto.com/pro. The free prints will be produced on both the Canon PIXMA Pro9000 Mark II and PIXMA Pro9500 Mark II Professional Inkjet Photo Printers, and mailed to the recipient, with a limit of one print per household.

“Canon USA has long been a great partner for us here at ILFORD and we look forward to helping photographers produce superb photographic prints through this new campaign,” said Tim Maher, President of ILFORD America, Inc. “The ‘Try My Photo’ campaign presents photographers of all levels with a unique opportunity to view their favorite images on a choice of professional printers. I’m confident that the prints they receive on our GALERIE media, produced on the latest Canon professional inkjet printers, will really blow them away.”

Each print comes with information explaining exactly how the image was printed, so photographers can easily replicate the results using their Canon printer at home. To ensure accurate reproduction of their images in home-printing, photographers can also download the free ICC profiles from the ILFORD web site. To download the ICC profiles crafted by the ILFORD print experts, please visit: http://www.ilford.com/profiles/index_en.asp?type=profile

In addition to GALERIE Smooth Pearl, the ILFORD GALERIE range includes: [Gold Fibre Silk](#), [Smooth Gloss](#), and [Smooth Lustre Duo](#) media. To learn more about the ILFORD GALERIE line up, please visit: <http://www.ilford.com/en/products/galerie/index.asp>

About ILFORD GALERIE

GALERIE Professional Inkjet range is designed specifically to meet the demanding needs of today's professional inkjet marketplace. ILFORD is dedicated to developing products that deliver superior images and with GALERIE combines state-of-the-art inkjet technology with more than a century of experience in the craft of image making. To provide the right tools for a variety of applications, ILFORD GALERIE is available in three distinct versions – GOLD, SMOOTH and GRAPHIC.

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 fourth overall in the U.S. in 2010†, with global revenues of more than US \$45 billion and is listed as number six in the computer industry on Fortune Magazine's World's Most Admired Companies 2010 list. Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. 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 ILFORD

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media and other consumables for both inkjet printing and color photographic processes. The worldwide digital imaging and color photographic businesses, which include R&D and manufacturing operations in Switzerland, are owned by Paradigm Global Partners LLP. ILFORD hosts its U.S. sales operations from its offices in Avon, CT. The ILFORD name is well established in the history of imaging and today continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, research and development, technical know-how and manufacturing capabilities. For more information on ILFORD, please visit www.ilford.com

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