

## Press Release

### 90 years of Rollei - starting off the anniversary year 2010

Hamburg, 13 January 2010

The tradition-rich brand Rollei celebrates its 90th anniversary this year and can look back over a history that is closely entwined with the history of photography. Numerous technical innovations, such as the twin-lens Rolleiflex, have proved to be truly trend-setting throughout the world over past 90 years, becoming the “measure of all things” for professional photographers.

At the same time, the company went through an unsettled period from the late 1960s with several changes of management and ownership structures.

In May 2007, RCP-Technik GmbH acquired the European-wide brand licensing rights and has been successfully marketing Rollei’s consumer products (digital cameras and accessories) since then. The current Rollei product range includes the three camera lines “Compactline”, “Sportline” and “Flexline” in addition to camcorders, digital picture frames and slide film scanners. Right on time for the start of its anniversary year, Rollei has launched its ultra-compact Flexline 100 inTOUCH digital camera. This camera will be followed during the course of the year by further exciting new products that live up to Rollei’s claim of offering high-quality, value-for-money products.

RCP Managing Director Thomas Güttler is looking ahead with great optimism to the 2010 anniversary year: “In spite of the economic downturn, we have seen sales in Germany increase to over 500,000 digital cameras and over 200,000 digital picture frames of the Rollei brand by the end of 2009. This is equivalent to a market share of some 9% in the digital camera sector and some 10% in the digital picture frame sector within Germany.

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Our objective for this year is to sell a total of 1 million digital cameras in Germany and Europe. And to be well-equipped for the challenges ahead, we have significantly expanded the Rollei team”.

With four new internal posts in the marketing and sales department, Rollei has a strong team behind it in order to provide its trading partners and their main offices with efficient and professional support.

Rollei products are currently available throughout Europe in Austria, Switzerland, France, Italy, Portugal, Great Britain, Greece, Sweden and Denmark. The anniversary year will see the consistent further development of its distribution activities in Europe. The goal is to double the number of countries by the end of 2010.

- Approved for publication -

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