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March 22nd, 2011

Dear Friends, Colleagues, and Business Partners,

We are all deeply saddened by the recent tragedy that has befallen Japan, and we sincerely appreciate your many heartfelt expressions of concern for our colleagues and their families.

As an important business partner we would like to inform you about our current situation and state of operations given that our headquarters, factories and parent company (Hoya) are located in Japan. (Pentax Lifecare has its headquarters in Tokyo and has factories located in Miyagi, Yamagata and Ogawa)

We are fortunate in that all of our employees in Japan are safe and sound. We are also fortunate that our facilities have experienced either no damage or in some cases only nominal damage. At this time Tokyo itself has been minimally impacted and our factories have generally been restored to operational state. Also, all of our facilities are located outside the evacuation zone of the troubled Fukushima power plant. However, we are among the many global businesses facing the operational impact of damages to infrastructure in Japan, including disruptions in availability of transportation, communications, and power, as Japan prioritizes these resources to deal with the immediate humanitarian crisis. Our sub contractors and suppliers are facing similar challenges.

We are currently assessing and adapting to these events as they unfold, and we ask for your patience as the situation stabilizes over the coming weeks. While there may be some short term impact to product or parts delivery, please rest assured that maintaining high customer satisfaction with minimal disruption to you is my #1 priority, and our united global team will do our utmost to quickly normalize the situation.

Your local Pentax team will be in close touch on an ongoing basis to relay current status on any orders or service operations as well as any general updates.

Thank you again for your understanding and support to Pentax Lifecare.

Sincerely,



Chris Japp
Global President, Pentax Lifecare
Akishimi-shi, Tokyo, Japan