

# Press Release

## Canon moves up three places in Business Week's Best Global Brands Ranking 2009

Canon up from 36<sup>th</sup> to 33<sup>rd</sup> position in Business Week's ranking of top 100 Best Global Brands

**LONDON, September 28th, 2009** – Canon, world-leader in imaging solutions, has moved up three places in Business Week's 100 Best Global Brands 2009, an annual ranking of the world's top 100 companies. The study was independently evaluated by Interbrand.

The 100 Best Global Brands report identifies the top 100 brands that have managed to create and sustain strong worldwide performance in today's competitive market. To qualify, each brand must derive at least a third of its earnings outside its home country, be recognisable outside of its base of customers and have publicly available marketing and financial data.

Canon held 36th position in the league table for 2007 and 2008. This year, the report noted the recent launch of new Canon digital cameras and camcorders, including the EOS 7D, an innovative new Digital SLR camera in its flagship EOS range.

James Leipnik, Chief of Communication and Corporate Relations for Canon Europe, Middle East and Africa said: "Despite a tough year for the global economy, Canon has continued its strategy of investing in innovation with the launch of a raft of exciting new imaging products. We are very pleased to see that Canon has moved up in the 100 Best Global Brands, a reflection that the Canon brand remains strong in spite of the current economic challenges."

Brands are ranked according to brand value which is calculated by working out what percentage of the revenues generated can be attributed to the brand and then determining a risk profile on its expected earnings, based on market leadership, stability and global reach.

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### About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:

[www.canon-europe.com](http://www.canon-europe.com)

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