

## FOR IMMEDIATE RELEASE

### Press Release

Copenhagen, May 18<sup>th</sup> 2012

## Now your new Hasselblad could cost 22% less

The cost of owning one of the world's most coveted high-end cameras has just been dramatically reduced, following the launch of a landmark global marketing initiative by Hasselblad.

**The makers of the world's most advanced camera system have announced plans to cut the cost of ownership on a number of models – including a massive 22.9% off the entry-point H4D-31 (with 35-90mm lens) and 20.59% off the company's 'ultimate photography tool', the 60 megapixel H4D-60 camera.**

Under the revised pricing structure the H4D-31 (incl. 35-90mm lens) has been reduced by 3,565 euros to 11,995 euros. The H4D-60 cost is down 6,200 euros to 23,900 euros.

Chris Russell-Fish, Hasselblad's global sales and marketing director said: "This is a groundbreaking move and a very important day indeed for every photographer who aspires to own one of the best cameras in the world. For many, price has long been the biggest barrier to ownership. Now we have substantially reduced prices on six units and there really has never been a better time to get your hands on a Hasselblad. Photographers can now buy into our fully integrated H System capture solutions with an H4D-31 camera body for less than 9,000 euros.

He added: "This price reduction campaign is part of an innovative and dynamic marketing strategy for the company, ahead of the world's biggest photographic trade fair; photokina, Cologne, in September. We are determined that more of the world's serious creative photographers will now have unprecedented access to a Hasselblad at a price they can afford."

The popular Hasselblad trade-in opportunity will also continue. Russell-Fish explained: "We have adjusted this programme to reflect our new price structure. Photographers can get more information online."

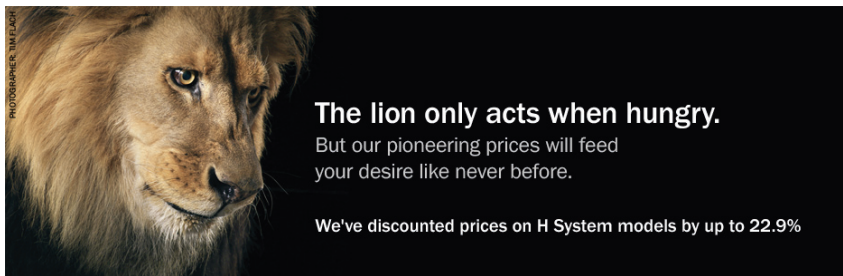
Under the new deal the H4D-40 unit is reduced by 1,000 euros; the H4D-50 by 3,000 euros; the H4D-50MS by 3,000 euros; the H4D-200MS by 4,500 euros and the CFV-50 Digital Back by 2,000 euros.

And in a separate stand-alone offer customers who buy a new Hasselblad camera and lens before the end of July will be eligible to purchase a second lens at just 50% of the manufacturer's recommended sales price.

For further information visit [www.hasselblad.com/price-reduction](http://www.hasselblad.com/price-reduction)

## Press material

This press release and high resolution images can be found online at the Hasselblad Press Lounge at [press.hasselblad.com](http://press.hasselblad.com)



Hasselblad Price Reduction

## Press contact

Hasselblad  
Communication & Public Relations Department  
Mavyreen Andres  
385 Centennial Avenue, Centennial Park  
Elstree, Herts WD6 3TJ  
United Kingdom

Phone: +44 (0) 20 8731 3253  
E-Mail: [press@hasselblad.com](mailto:press@hasselblad.com)  
Web: [www.hasselblad.com](http://www.hasselblad.com)