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FOR IMMEDIATE RELEASE

KOWA ANNOUNCES NEW SPORTING OPTICS SALES MANAGER

World Renowned Naturalist joins Kowa Team to Support Outdoor Retailer Channel

Los Angeles, CA—Kowa Optimed is pleased to announce that as of August 15th, 2007 James Danzenbaker has been appointed as the new sales manager for Kowa's Sporting Optics outdoor product line for the North and South American markets.



Mr. Danzenbaker has many years of experience in the optics industry and has been an optics user for 37 years. For 15 years he has led birding expedition tours in different parts of the world in regions such as Central and South America. Mr. Danzenbaker was an active member of the winning World Series of Birding team back in 1985. He has also been a Naturalist Lecturer on Antarctic eco-cruises for many years as well as leading pelagic birding trips for Shearwater Journeys.

The hiring and announcement of a series of educational workshops is the first of a series of support programs for the retailer channel. "Kowa will work with our retail partners in conducting sporting optics workshops at many of the leading enthusiast events as well as local retail locations," states Mr. Danzenbaker. "The workshops are an important educational program designed to optimize the viewing experience for optics users at all levels."

About Kowa Optimed, Inc: Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit www.kowa-usa.com



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