***PHOTOGRAPHY AVAILABLE** at www.olympusbioscapes.com or contact*:

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Vivid Photo of Eye Captured Through Microscope Wins Olympus BioScapes™ Scientific Imaging Competition

MELVILLE, NY, October 24, 2004 -- A brilliantly hued, highly detailed photograph of a healthy arteriole in the eye, an image used in training new researchers specializing in ophthalmic diseases, has won First Prize in the first annual Olympus BioScapes™ International Digital Imaging Competition. The image was captured by Donald Pottle of the Schepens Eye Research Institute in Boston, which is affiliated with Harvard University. Winning photographers and their images were honored tonight at a reception in San Diego where one of the largest research gatherings in the world, the Society for Neuroscience annual meeting, is being held this week.

Pottle's vivid first place photomicrograph clearly shows a small branch of an artery and how it resists tearing and leaking due to its tough but flexible elastin wall and supporting collagen fibers. With its pattern of shapes and colors, the photo is a powerful contrast to another image that Pottle uses in his work as a teacher of microscopy technique to researchers - an image that depicts an arteriole in an eye suffering from disease. The winning photo of the healthy fetal pig arteriole was captured using confocal microscopy techniques.

Olympus BioScapes focuses on honoring the world's most exciting and revealing life science images, as captured through light microscopes. Many of the winning images were captured using the latest technologies, including nanotechnology, confocal imaging, and other exciting techniques for viewing life on a cellular level.

"These fascinating and beautiful images tell important stories that shed light on the living universe around us, showing us the intimate structures and dynamic events of life in ways that we cannot ordinarily see," said George Steares, Group Vice President of the Olympus Scientific Equipment Group in the US. "Seeking these stories and these extraordinary images is BioScapes' quest." The competition recognizes a select group of honorees among many hundreds of entries that came in from dozens of countries around the world.

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Olympus BioScapes Competition / 2-2-2

BioScapes is believed to be the first scientific imaging competition of its kind that allows images, image sequences/series, and movies all to be submitted for consideration. An independent panel of esteemed judges selects entries that meet its strict criteria for science, aesthetics and technical merit. Ten winners are selected, and a number of images and movies are given honorable mention status.

The judges in this year's competition included Victoria Centonze, Ph.D., Associate Director of the Core Optical Imaging Facility at the University of Texas Health Science Center at San Antonio; James M. Fadool, Ph.D., Department of Biology, Florida State University, Tallahassee, FL; Kenneth N. Fish, Ph.D., Assistant Professor at the Harold L. Dorris Neurological Research Center, Department of Neuropharmacology, The Scripps Research Institute, La Jolla, CA; and Doug Murphy, Ph.D., Professor of Cell Biology and Director of the School of Medicine Microscope Facility at Johns Hopkins Medical School, Baltimore, MD.

Images from the competition are available for editorial use to members of the media at no charge on a case-by-case basis. A list with thumbnail descriptions of the winning and honorable mention images is attached. For more information and permission to use images, please visit www.olympusbioscapes.com, or email ilene@edge-comm.net.

About Olympus Scientific Equipment Group

Olympus Scientific Equipment Group provides innovative microscope imaging solutions for researchers, doctors, clinicians and educators. Olympus microscope systems offer unsurpassed optics, superior construction and system versatility to meet the ever-changing needs of microscopists, paving the way for future advances in life science.

About Olympus

Olympus is a precision technology leader, designing and delivering innovative solutions in healthcare and consumer electronics worldwide.

Olympus works collaboratively with its customers and its parent company, Tokyo-based Olympus Corporation, to leverage R&D investment in precision technology and manufacturing processes across diverse business lines. These include:

- Gastrointestinal endoscopes, accessories, and minimally invasive surgical products;
- Advanced clinical and research microscopes;
- Lab automation systems, chemistry-immuno and blood bank analyzers and reagents; and
- Digital and film cameras, and digital voice recorders.

In the U. S. and Canada, Olympus serves healthcare, scientific and commercial laboratory markets with integrated product solutions and financial, educational and consulting services that help customers efficiently, reliably, safely, and easily achieve superior results. Olympus is the leader in gastrointestinal endoscopy and clinical and educational microscopes. The company's market-leading consumer electronics business spans North and South America. For more information, visit www.olympusamerica.com.

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