



FOUR SIGMA CORPORATION PHOTO PRODUCTS NAMED IN “BEST BUYS 2010” GUIDE

Popular Photography magazine deems two lenses, a teleconverter and flash “top gear for less”

Ronkonkoma, NY, Sept. 20, 2010 – Two lenses, a teleconverter and a flash from Sigma Corporation have been included in Popular Photography magazine’s September “Best Buys 2010” guide, which highlights high-quality photography equipment that can be purchased at incredibly reasonable prices.

The annual listing, which boasts “top gear for less,” featured the Sigma 70-300mm F4-5.6 APO DG telezoom, the 10-20mm F4-5.6 EX DC HSM ultrawide, the EM-140 DG Macro Flash, and the 1.4X DG EX APO teleconverter. Popular Photography’s “Best Buys 2010” noted fewer than 40 pieces of photography gear in four categories: Outdoor Picks, Studio Musts, Macro Tools and After You Shoot.

“The ‘Best Buys’ guide features affordable gear that resonates with all photographers, regardless of when it was first introduced to the market,” said Mark Amir-Hamzeh, general manager of Sigma Corporation of America. “We’re honored to have four of our products selected for this guide because it really speaks to our philosophy of producing relevant, quality photo equipment for every photographer, at every price point.”

The two Sigma lenses that received the magazine’s editors’ accolades are both first generation products that have since been upgraded – but continue to be produced – by the company, which builds more than 50 lenses that are compatible with most manufacturers.

Popular Photography says, “Sigma’s 70-300mm F4-5.6 APO DG, a sharp full-frame zoom, streets for an almost ridiculous \$210, while Sigma’s newer, even sharper OS version adds stabilization at a street price of \$400.”

The Sigma 10-20mm F4-5.6 EX DC HSM is noted as a magazine “Steal” with a street value of \$480. The magazine’s editors state: “Sigma’s fastest ultrawide zoom also offers an HSM motor for extremely quiet AF. Distortion control at longer focal lengths, and vignetting at the widest, were spectacular. Standout spec: Almost no distortion at 14mm and 20mm.”

The Sigma 10-20mm is now also available with ELD glass, HSM functionality in all mounts, and enhanced speed with a fixed aperture of F3.5 for a street value of \$649.

For the street value of \$250, the 1.4X DG EX APO teleconverter allows photographers to enjoy enhanced zoom functionality, without risking image quality or needing to carry an additional lens. The EM-140 Macro Flash offers through-the-lens (TTL) metering for \$380. These “Best Buys,” like all Sigma products, offer exceptional features at extremely affordable prices.

For information about the Sigma gear that was included in the guide, please visit www.sigmaphoto.com. The “Best Buys 2010” guide is only available in Popular Photography’s September 2010 print edition.

About Sigma Corporation

For nearly 50 years, Sigma Corporation’s expertise and innovation has driven the company’s core philosophy of “knowledge, plus experience, plus imagination,” with an emphasis on producing high-quality, high-performance photographic technology at moderate prices. This family-owned organization is the largest, independent SLR lens manufacturer in the world, producing more than 50 lenses that are compatible with most manufacturers, including Sigma, Canon, Sony, Nikon, Olympus and Pentax. Sigma Corporation also produces digital SLR cameras and high-definition digital compact cameras. The company is headquartered in Japan, with offices strategically located throughout Europe, Asia and North America. For information, please visit www.sigmaphoto.com.



70-300mm F4-5.6 APO DG telezoom



10-20mm F4-5.6 EX DC HSM



EM-140 DG Macro Flash



1.4X Teleconverter EX APO DG