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Notice Regarding Change in Disclosure Segments

The Canon Marketing Japan Group will change its disclosure segments as shown below beginning with the fiscal year ending December 2011.

1. Rationale for the Change

The disclosure segments used by the Canon Marketing Japan Group in the past were determined based on product type and market similarities. Based on the “management approach” concept contained in the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information and Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information issued by the Accounting Standards Board of Japan (ASBJ) in March 2008, however, the disclosure segments were changed, so that they are now based on the companies and organizations used by management to manage operating results.

2. Overview of New Segments

Segments	Principal Companies and Organizations	
Business Solutions	Canon Marketing Japan Inc. Business Solution Company Canon System & Support Inc. Canon Print Square Inc.	(Principal products and services) MFPs, page printers, LFP-IJP, maintenance services
IT Solutions	Canon Marketing Japan Inc. IT Product Promotion Division Canon MJ IT Group Holdings Inc. Consolidated Canon IT Solutions Consolidated Canon Software Edifist Learning Inc.	(Principal products and services) SI service business, solutions business, infrastructure and outsourcing business, IT products
Consumer Imaging	Canon Marketing Japan Inc. Consumer Imaging Company Canon Field Assist Inc. Canon Customer Support Inc.	(Principal products and services) Digital single-lens reflex cameras, compact digital cameras, digital camcorders, inkjet printers
Industrial Equipment	Canon Marketing Japan Inc. Industrial Equipment Sales Headquarters	(Principal products and services) Industrial equipment, medical devices, broadcast equipment
Eliminations and Corporate	Consolidated Canon Business Support Inter-segment transactions*	

* Transactions between segments are eliminated in the “Eliminations and Corporate” segment.

(Reference) Former Segments

Segments	Principal Products and Services
Business Solutions	MFPs, page printers, LFP-IJP, maintenance services, SI services business, solutions business, infrastructure and outsourcing businesses, IT products
Consumer Equipment	Digital single-lens reflex cameras, compact digital cameras, digital camcorders, inkjet printers
Industrial Equipment	Industrial equipment, medical devices, broadcast equipment

3. Fiscal December 2010 Net Sales and Operating Income/Loss according to New Segment Definitions

Millions of yen

	Business Solutions	IT Solutions	Consumer Imaging	Industrial Equipment	Eliminations and Corporate	Total
Net sales						
(1) Sales to external customers	342,458	104,280	213,836	13,354	231	674,159
(2) Inter-segment sales and allocations	-	28,970	-	-	△28,970	-
Total	342,458	133,250	213,836	13,354	△28,739	674,159
Operating income/loss	2,281	△3,697	9,834	△245	△437	7,735

(Note) Actual fiscal December 2010 results have been restated according to new segment definitions only for comparison purposes and are unaudited.

(Reference) Fiscal December 2010 Net Sales and Operating Income/Loss according to Former Segment Definitions

Millions of yen

	Business Solutions	Consumer Equipment	Industrial Equipment	Eliminations and Corporate	Total
Net sales					
(1) Sales to external customers	440,732	219,780	13,646	-	674,159
(2) Inter-segment sales and allocations	-	-	-	-	-
Total	440,732	219,780	13,646	-	674,159
Operating income/loss	△866	9,183	△580	-	7,735