

PROGRADE DIGITAL DEEPENS COMMITMENT TO GLOBAL MARKETS WITH LAUNCH OF AMAZON JAPAN SITE

Newly Appointed Japan Country Manager to Handle Regional Marketing and Customer Support

TOKYO, Japan, January 22, 2019, 8:00 am—ProGrade Digital, founded with a mission to provide the highest quality professional grade digital memory cards and workflow solutions, deepens commitment to global markets with the availability of its full product line on a new Amazon Japan shopping site, plus the appointment of Kazuhiko Oki as Japan Country Manager. From the company’s new office in Tokyo, “Kaz” will provide expert local language support, oversee regional marketing and provide customer relations service to Amazon Japan shoppers.

“I am pleased to once again work with Kaz. Our relationship reaches back many years to when we served the imaging divisions at both SanDisk and Lexar,” said Wes Brewer, founder and CEO of ProGrade Digital. “Japan remains at the epicenter of development for advanced camera designs for both still and video applications. Our establishment of a Japan office, staffed with respected and experienced local support, will ensure that ProGrade Digital products meet or exceed all requirements of Japanese-developed cameras.”

Said Kazuhiko, “ProGrade Digital shows great dedication to the Japan market by opening an office here, and in creating an Amazon Japan commerce site that sells the company’s full line of professional imaging products. I am delighted to work with Wes and team.”

Customers on the new Amazon Japan shop will benefit from the ProGrade Digital policy of fair and comparable pricing in all regions of the world. All products purchased on the ProGrade Digital Amazon Japan site are covered by the company’s worldwide warranty program; for more details, see the ProGrade Digital website and/or product literature.

Amazon Japan shoppers may purchase the full line of ProGrade Digital professional imaging products, including CFast™ 2.0, SDXC™ UHS-II V60 and V90 and microSDHC™/XC cards, plus dual-slot USB 3.1, Gen. 2 workflow readers. Amazon Prime members in Japan may apply their Prime benefits to ProGrade Digital products. International customers may also purchase on www.progradedigital.com, Amazon Europe, plus B&H Photo and Video websites.

About ProGrade Digital, Inc.

ProGrade Digital focuses exclusively on the design and marketing of digital memory cards, card readers and workflow software required by imaging professionals. Flagship products include ProGrade Digital CFexpress™ and ProGrade Digital SDXC UHS-II memory cards offered in a range of capacities and optimized to render maximum performance when paired with high-end DSLR, mirrorless, camcorder, drone and digital cinema cameras from Blackmagic™, Canon™, DJI, GoPro™, Nikon™, Olympus™,

Panasonic™, Sony® and more. ProGrade Digital memory cards and workflow solutions are available for purchase by global customers on the company website and B&H Photo and Video website. Customers in North America, Japan and 27 European countries may also shop on the Amazon website. ProGrade Digital memory cards expand the creative visions of cinema and photography professionals around the world.

High resolution product photos and logo for download: <http://bit.ly/ProGradeDigitalPRKit>

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