Ricoh Americas Corporation (RAC) is a subsidiary of Ricoh Americas Holdings, Inc., which is wholly owned by Ricoh Company, Ltd., a publicly traded, $21 billion leading global provider of document services technology founded in 1936 with over 108,500 employees worldwide. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents. Ricoh Americas Corporation distinguishes itself through DOCutivity®, a unique methodology used to develop innovative solutions to achieve business results. We have earned industry-wide recognition for dedication to customer service embodied in a company philosophy called Customer Vision®. Ricoh Americas Corporation has specialized in meeting the needs of global account customers for over 30 years and is headquartered in West Caldwell, New Jersey. Please visit www.ricoh-usa.com for further information.

State-of-the-Art Business Machines

- Digital Multifunction Digital Devices (MFPs)
- Facsimile Units
- Color Digital Units
- Printers, Monochrome and Color
- High Speed Scanners
- Duplicator Technology
- Wide Format Printers

Competitive Differentiators

Customer Vision®

Customer Vision® means seeing our business through the customers' eyes and responding as a team to meet their needs – at or above expectations. It is the single most important element that separates Ricoh from the competition.

Ricoh introduced Customer Vision in 1988 and began its implementation in the U.S. Operations Division. The underlying concept of Customer Vision is that the customer defines the quality of the service they receive.

This philosophy requires that all Ricoh team members strive to understand the customer's perspective at all times and exceed the customer's expectations at every opportunity.

Every Ricoh employee is trained and certified in the concepts, applications and importance of Customer Vision to overall customer satisfaction.

Ricoh's total commitment to Customer Vision ensures *****Company Name that regardless of the problem or issue, Ricoh will respond as a team to resolve it quickly and completely.

Financial Stability

As a member of the Ricoh Family Group, Ricoh Americas Corporation is backed by the exceptional, long-term financial stability of our parent company, Ricoh Company, Ltd. The ability of an organization to provide continuous improvement is tied into an organization's financial health. In an industry where many of the major companies face significant

financial issues, Ricoh has experienced over a decade of ***very notable***, ***consistent*** growth.

The following Web link will enable viewing of financial information found in Ricoh Annual Reports: http://www.ricoh.com/IR/financial_data/annual_report/index.html

World Class Employees

Ricoh employees are carefully selected and screened to make sure the best possible qualified and motivated people are placed in each position. As a result of extensive training programs, employees grow professionally and personally at Ricoh. Employees set and evaluate achievement levels of professional and performance goals with their managers utilizing Ricoh's unique PDMS (Performance Development Management System) tool. Ricoh's focus on training includes customer satisfaction coursework and ongoing training to expand the knowledge base of each employee related to specific job skill sets. Our approach helps us to develop teams that can dramatically improve business processes and customer satisfaction.

Accountability and Control

With a Ricoh Business Solution, a customer receives:

- An Account Team to analyze, design, implement and support
- A Single Point of Contact
- Equipment manufactured by Ricoh
- Equipment service provided by the Ricoh network of Ricoh trained technicians
- Internal financing options

Ricoh Equipment Performance

When it comes to equipment performance, probably no aspect is more important than service. Ricoh ensures that all Ricoh equipment will perform to *****Company Name's complete satisfaction.

Under the terms of a single national contract with Ricoh, the customer enjoys the same standard of quality care throughout the United States, from every Ricoh direct branch (RBS) or authorized dealer. Whether you need fast and knowledgeable service locally, regionally or coast-to-coast, there is a Ricoh service provider near you, ready to support your contract service requirements. For every national contract customer location, our standard service includes:

- Service, Parts and Supplies availability for a minimum of 5 years after product has been discontinued.
- "Like for Like" Replacement if any unit does not perform satisfactorily *(and the replacement unit is always equal or better in capability*
- Free Loaner equipment if a unit is inoperative during repair for more than 1 business day
- Service response time to average 4 hours or less within 30 road miles of an authorized service provider
- Expert repair and service for every Ricoh product

Service and Support Resources

In an industry where product capabilities and features are often similar, Ricoh's competitive advantage includes our unparalleled service and support.

Ricoh's Service Technicians - Ricoh provides service response through its extensive national network of factory trained and certified service technicians, who cover every county and parish in the United States. The average tenure of a Ricoh service technician is eleven years.

Ricoh provides ongoing service training at regional centers across the United States. In every location Ricoh technicians must pass rigorous testing prior to being certified on any Ricoh product. A Ricoh service technician only works on equipment they are fully trained and certified on.

Ricoh's in depth technical support team, comprised of multiple levels of engineering personnel found at local, regional and national levels, supports Ricoh's service team.

Parts - Each service technician carries a personal parts inventory of over $12,000. Parts stock is evaluated and updated as product is added or changed in active equipment. National, regional, and local warehouses provide 24-hour parts availability.

This system allows a service technician to be dispatched via wireless email transmissions to Ricoh Edge™ handheld computers. All Ricoh service technicians are equipped with a Laptop, Edge and Cell Phone. When the call is complete, the technician can automatically transmit a message to the IT Support Center that the problem has been resolved.

The Ricoh Edge™ represents the latest innovation in customer support—and the industry's first tool for delivering real-time access to business-critical data at the point of service. With Ricoh's Edge, our technicians use state-of-the-art wireless technology to get the information they need when and where they need it. Ricoh Edge provides fast, convenient access to parts and inventory databases, service histories, equipment schematics and more. It further enhances communication and collaboration at the point of service and, ultimately, it enables Ricoh to resolve equipment service and connectivity support requests more quickly, efficiently and effectively. Using Ricoh Edge, technicians can rapidly retrieve and update:

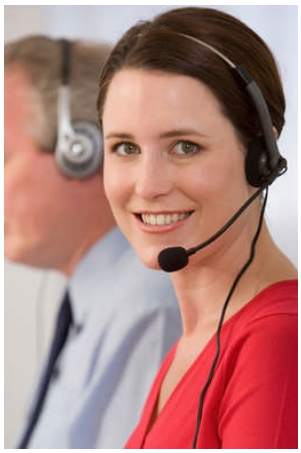
- Data about available parts and inventory
- Equipment schematics and operating manuals
- *****Company Name complete service history

With so much valuable data at their fingertips, Ricoh's team of over 7,200 technical support personnel in the United States and over 18,000 worldwide can deliver unparalleled levels of on- and off-site support and dramatically increase first-call resolution of service requests. That translates to some important advantages for *****Company Name:

- Improved office efficiency
- Increased service speed
- Enhanced communications

Ricoh Overview

Our customers rely on Ricoh field technicians to have a true understanding of their operations, applications and equipment performance requirements. Now our technicians have a powerful tool that will allow them to meet—and exceed—those expectations like never before. Ricoh's Edge is just the latest reason why thousands of companies count on us for industry-leading customer service and support.



Dispatch and Support System - This system provides more than call dispatch. Ricoh uses this system's centralized database to evaluate important data such as response time and parts information service efficiency. All this is used to improve service delivery and customer satisfaction.

Centralized Database - When more than one corporate location has equipment, it is essential that all data regarding the fleet – all information relating to service calls, billing, moves/adds/changes, etc. be centrally captured and housed to ensure accurate enterprise wide management reporting and easy access to retrieve enterprise historical data. All information pertaining to the fleet is captured and stored in Ricoh's Centralized Database.

Call Ahead Program - After a service call has been placed, the dispatcher forwards the caller information to the technician who will be responding to the call at the customer location. Ricoh technicians utilize wireless communication to receive this information.

The technician uses a cellular phone to call the end user and confirm the call has been received. Occasionally, the issue can be solved over the phone. If not, the technician inquires about any special arrangements and gives the end user a realistic time of arrival.

Customer Care Card - Provided For Every *****Company Name Service Call - During a service technician visit, the service technician will provide the *****Company Name end user with a Customer Care Card. This has become an essential tool for communicating with all Ricoh customers and keeping them informed about the status of their equipment and the service provided during the visit. This card will communicate the following information to *****Company Name's end user:

- What type of service was performed
- A Quality Service Checklist will show each maintenance procedure completed
- The card will enable the end user to rate the speed, professionalism and effectiveness of the service received

The card allows an opportunity for the customer to provide suggestions to help Ricoh continuously improve the service provided.

Making it easier for customers to do business with Ricoh is a goal within Customer Vision®. Ricoh tailors the components of its programs to foster this goal.

24/7 365 Days per Year Toll Free Help Line for *****Company Name - *****Company Name end users can call our toll free Help Line and ask questions pertaining to any Ricoh installed equipment and its operation. Help Line service is available 24/7 365 days per year. All calls are answered by the friendly voice of a Ricoh employee. The support desk can walk the end user through any equipment feature or process, step by step, until the end user is satisfied.

End User Training - Ricoh has long been recognized for customer-centric focus and service. For Ricoh, that starts with the first exposure a customer has to our products or services. Ricoh has found that customized training and post implementation follow-up ensures that end-users experience the ROI and productivity gains identified at the Enterprise-wide level.

A Technology Applications Specialist (TAS) completes initial face-to-face training for new placements. The trainer will work with the Ricoh team to provide high touch personal service for the user.

If *****Company Name end users require additional forms of training, Ricoh can quickly deliver any of the training methods listed below.

- Face to face, hands-on training
- Classroom training with groups/departments of users
- CD Training
- Computer Based Training (CBT) placed on *****Company Name's Intranet and/or RicohDirect – Ricoh's fleet management website for *****Company Name
- Mini manuals for equipment and FAQs available on *****Company Name's Intranet and/or RicohDirect
- Webex Training

Of course, if there is fleet management staffing on-site, these individuals are available at all times to assist end users with any machine or training related issues.

RicohDirect - RicohDirect is a full-service Web portal specifically designed for Ricoh customers. RicohDirect is accessible 24/7, and is an all-in-one tool for handling every aspect of account management. Each customer has their own RicohDirect website which includes personalized and contract-specific content for contracted customers.

Access to RicohDirect is password-protected and all transactions are secured to ensure customer privacy. RicohDirect also allows customers to control which members of their organization can access the site – as well as what they can see when they arrive – by assigning roles based on buying power, approval management, meter collection responsibilities or service requests. Point-and-click options are easy to use and registered Ricoh users can utilize RicohDirect for:

- Placing service requests
- Viewing real-time status reports of all active service calls enterprise wide
- Viewing service histories of all units
- Ordering supplies or equipment
- Submitting meter readings
- Viewing customized reports
- Viewing any type of document – Delivery schedules, management reports, etc. RicohDirect serves as an electronic bulletin board.

RicohDirect offers several other advantages. It ensures an immediate email response for every customer inquiry. RicohDirect can also be integrated into the Ariba and Commerce One eProcurement formats.

Quality Driven Programs

Ricoh's programs begin with an implementation team led up by an experienced dedicated Ricoh Project Manager. Ricoh's seasoned Project Managers follow PMI (Project Management Institute) standards and work to achieve or exceeded customer satisfaction in every implementation facet. Their average 14 years tenure has provided them hands on experience with change management issues. They know what works and what doesn't.

Equipment Service - Ricoh uses Key Performance Indicators (KPIs) to measure service performance, sources for ongoing improvements and benchmarks results each year.

Ricoh believes that the customer ultimately decides excellence in service. For that reason, we are not satisfied until you are. Since this continual flow of customer input drives our customer service and support programs, we are always looking for new ways to collect customer feedback, including:

- Conducting customer surveys
- Continually benchmarking our service delivery process using key performance indicators to provide ongoing improvement
- Providing a 800 toll-free hot line for all customer support issues and questions
- Conducting focus groups with end users
- Analyzing industry reports

Service technicians openly ask questions about customer satisfaction on routine maintenance visits.

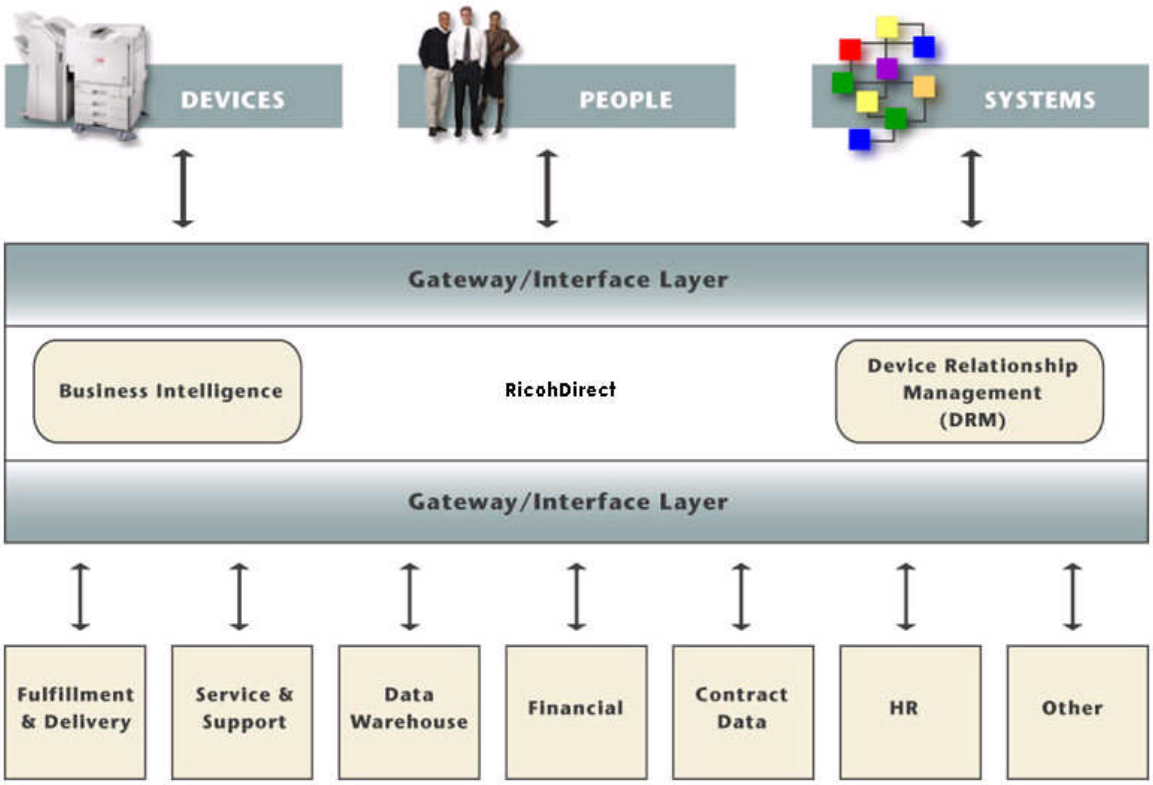
One Point of Contact - The Global Account Manager is the single source of contact for *****Company Name. All information regarding *****Company Name's enterprise wide program is channeled to this individual by the Ricoh team and he or she knows (or is able to find) the answer to any question regarding account management. The Global Account Manager works with local Ricoh account representatives, who serve as customer support contacts at remote *****Company Name locations across the country. An account representative will attend all review meetings and present management reports with additional program related data.

eBusiness

Ricoh has integrated state of the art eBusiness features in its programs and has a department focused on enhancing and creating future advancements to not only facilitate the ease of doing business with Ricoh, but also to further decrease a client's program costs. Savings in operating costs and gains in revenue from increases in productivity can be realized.

When you engage with a solutions provider, you expect more connection than a toll-free number. Because the advantages of a true partnership — like priority service, customized offerings, and joint planning — require tight integration between your business and the provider's internal support structure.

The Ricoh eBusiness group is dedicated to achieving and sustaining this kind of seamless business integration. We use advanced Web-based technologies to bridge all the gaps between your organization and the back-end systems we rely on to manage your account.



You benefit from:

- Intelligent procurement and precise spending control through eProcurement support, which includes electronic catalogs as well as third-party eMarketplace

- Seamless, Web-based transaction processing and post-sale support through an industry-leading fleet management portal called RicohDirect. See www.ricohdirect.com.

- Next-level total cost of ownership (TCO) analysis through a powerful combination of RicohDirect and device relationship management solutions.

Web SmartDeviceMonitor: Detailed Web based Device Management for Large and Mid-Sized Departmental Environments - Web SmartDeviceMonitor (WSDM) - WSDM is a Web based device management software solution. WSDM provides a centralized control point for organization, configuration and error feedback of network based printers and multi-function products. This solution greatly reduces the device administrative burdens of IT network administrators, help desk personnel and desktop support personnel.

Web SmartDeviceMonitor provides the following key benefits:

- Single Installation - software is installed on one computer: Administrators and users access WSDM through a Web browser
- Group Configuration - Administrators can configure multiple devices simultaneously versus one unit at a time
- email Notification - set email alerts for devices in error, low toner, etc.

- Competitive Monitoring - monitor and manage competitive devices such as Lexmark and HP

Web SmartDeviceMonitor comes value added with Ricoh MFPs.

@**Remote** - Ricoh believes that in order to manage an expense you have to be able to measure that expense. Based on that belief we developed @Remote, which automatically captures the data needed to show you detailed reports on the volumes of *every machine in your networked fleet.* These reports will enable *****Company Name to measure the use of each machine in your fleet so that customers can manage the expense associated with output volume. Rightsizing a fleet to provide the lowest TCO will be based on accurate data.

Some vendors may be able to provide a similar service. The key difference is that Ricoh has integrated @Remote with Ricoh's transaction systems to make it easy for *****Company Name to do business with Ricoh. @Remote automates the capture and delivery of meter information to Ricoh's billing system and we are developing the ability of @Remote to send alerts from the devices, when there is a need for service, proactively before the end user is aware of the need. The features of @Remote currently provide the following benefits:

- Eliminates the need to read meters
- Eliminates user errors in meter collections and the cost to resolve those errors
- Eliminates the cost of mailing meter cards
- Eliminates data entry errors in the billing process
- Enables EDI billing for increased productivity
- Improves customer service by automatically alerting Ricoh of service items*
- Future vision to increase fleet availability by providing detailed and accurate service alerts

*@Remote's service alert notifications are based on Class A service codes, which are critical errors that cannot be resolved without a Service Technician being on-site. Ricoh devices, located at customer sites using the @Remote service, are monitored for these critical alerts and, if detected, a resulting service dispatch message is sent directly to a Technician's blackberry without any human intervention.

Equitrac is a distributed and scalable printing management tool that accurately and efficiently tracks all types of networked printers and digital copiers. Equitrac consists of an accounting module and a security module enabling *****Company Name to manage all network printing, desktop printing and copying output. Equitrac consolidates all output information into a single database for accounting and reporting.

Equitrac includes features like a configurable "rules engine" and the desktop monitor to help you manage and enforce your network print policies. The rules engine allows you to set attributes that restrict users from printing jobs to specific machines. This feature allows you to direct large print jobs to more cost effective output devices. The desktop monitor tracks prints to desktop printers that are connected with parallel cables. The reports generated from this feature will allow *****Company Name to manage rogue print jobs that do not comply with company policy.

Load Balancing - The flexibility to meet changing business needs comes from load balancing. Whenever possible, devices that are not meeting requirements for a given workgroup will be relocated within the fleet. Ricoh will also utilize historical volume trend

analysis and applicable data that is automatically pooled through the Web to ensure that peaks can be planned for and that the customer's document production is seamless, despite cyclical spikes in volumes.

Open Architecture - In addition to multiple driver support, Ricoh actively supports network management utilities such as HP's Web JetAdmin, LexMark's MarkTrac as well as plug-ins for Tivoli, CA Unicenter and HP OpenView. Keeping consistent with our philosophy of open architecture, Ricoh has found that the digital multifunctional transition is easier if network support mechanisms are based on existing and proven standards rather than proprietary solutions.

B2B Interfaces - Ricoh has the capability to provide B2B Interfaces that include:

- Help Desk support
- Automated meter entry
- Electronic billing/payment
- EDI

EDI Billing Option - Billing delivery can include EDI, which significantly lowers costs and reduces clerical time. In Ricoh's quest for customer satisfaction, Ricoh recognizes that customers expect suppliers to become facilitators and that operating costs, in addition to product price, are very important considerations during vendor selection. By using EDI, Ricoh can lower total administrative costs.

eProcurement - For many Ricoh customers, the first use of eBusiness services is through an electronic catalog or eProcurement Web site.

Used to control costs and streamline administrative tasks, these customized online portals enable authorized buyers in organizations to purchase products from approved vendors. eProcurement sites allow Ricoh's customers to leverage their technology investments by accelerating the purchase cycle, ensuring compliance with contract pricing and directing internal buyers to preferred suppliers.

To develop an eProcurement site, customers start with a framework based on preferred method for transactions, user permissions and purchase authorization. With these roles in place, the Ricoh eBusiness group can provide customized catalog content, billing functionality and online service capabilities. Ricoh also offers preconfigured packages for customers who require faster site deployment.

Today Ricoh manages electronic catalogs for Ariba, eScout and various other eProcurement platforms. Ricoh has a dedicated catalog and control manager, so customers always have a single point of contact for implementation, publishing and ongoing management.

eMarketplaces - Ricoh participates in eMarketplaces sponsored by third-party organizations. These allow member companies to use one site to purchase products from many approved suppliers. Because all vendors in the market have already met select criteria for quality and cost-efficiency, customers can avoid the time and expense of vendor selection.

Customer Vision® Related Awards

Ricoh is very pleased to be recognized for the results of its customer satisfaction foundation and greatly values awards that have been presented to Ricoh from customers. A sampling of awards Ricoh has received from customers includes:

State Farm Insurance - Vendor Award
Comerica, Inc. - Outstanding Vendor Award
DuPont - Partners in Quality Award
Chevron - Alliance Supplier Award
Optika - Strategic Partner of the Year
Pacific Bell - Quality Partner Gold Award
Sears – Partner in Progress
Abbott Laboratories – 5-Year Corporate Preferred Supplier
SBC - Quality Partner Gold Award
InSource - Supplier Award of Excellence
NASA - Service Award
Premier – Supplier Performance Award (Pinnacle Award)
MedAssets Healthcare - Platinum Vendor Award
VARBusiness – ARC Award for Partnership in Workgroup Color Printer category

Dedicated Analysts, Project Managers & Systems Engineers

Successfully designing and converting a document management strategy to tactical day-to-day business processes requires best-in-class people, processes and programs. Ricoh provides the strategy and the integration of strategy into customer operations to deliver a high level of customer satisfaction.

Ricoh's team includes solutions engineers, system engineers, analysts and project managers found on the local and national level. The specific objectives of this Team are:

- Improve business process
- Increase productivity and operational efficiency
- Deploy technology and business/industry expertise to create tailored solutions
- Maximize asset utility by improved management
- Ensure a smooth implementation of the new technology and business processes
- Develop "future state" solutions that help meet the customer's business objectives

Analyst Network - Ricoh's Analyst network includes a team of business analysts who represent a national and local network. Members of this team have specialties that include technology, business processes, mail services, host print applications, color, high volume production, vertical market specializations, fulfillment and others. They are deployed to customer sites based on program requirements. They help the Ricoh team perform a thorough DOCutivity® analysis to examine the lifecycles of the major document types within the organization.

DOCutivity® Analysis

Ricoh's primary goal is to help *****Company Name reduce costs, raise productivity and achieve maximum efficiency with document management solutions that can improve the

overall bottom line. Ricoh can conduct a DOCutivity® analysis at *****Company Name locations to determine the most cost effective print strategies to ensure maximized asset utilization and cost efficiencies. The DOCutivity analysis is a tool to examine office and workgroup functions and tasks and the document life cycles that support these functions and tasks. Ricoh's team of industry specialists follows the flow of these critical documents throughout their entire life cycle from creation, production, replication and distribution to retention. After the DOCutivity analysis has been completed, future state recommendations are formed based on customer business objectives, study findings and best practices. At the completion of the study, a detailed Analysis Report is presented which includes a cost impact analysis comparing the present and future state. Recommended new processes, with mapping if applicable, are part of the future state and benefits associated with these enhancements.

The comprehensive Total Cost of Ownership (TCO) report includes a Current State comparison with Future State TCO recommendations.

During a DOCutivity analysis, Ricoh works with the customer's IT organization to take advantage of the current IT infrastructure. Multiple factors are considered such as service, support, network administration and Web based remote monitoring, before recommending a single piece of hardware or software. Ricoh understands the implications of adding new technology without considering the impact on departmental productivity, network compatibility and Help Desk calls.

MFPs: The Ricoh Approach

Some workgroups or sections of workgroups don't need the added features of a multifunctional digital device (MFP). They just need a printer. What is the best way to reduce the cost of print in this situation?

One of the core competencies that differentiate Ricoh from the competition is the analysis, design and implementation of a comprehensive print workgroup strategy for our customers. To support this strategy, Ricoh works with our development group to manufacture unique hardware and software products.

To minimize the cost of print output, we use very low cost (VLC) bulk bottle toner-based digital print engines. These engines, found in Ricoh multifunctional devices (MFPs) and network printers, offer tremendous savings compared to traditional cartridge-based products. They allow Ricoh to create more cost effective workgroup systems.

Ricoh ensures printer and MFP cost savings with very low cost toner-based digital print engines.

The combination of MFPs and network printers that use VLC engines is also advantageous because:

- Workgroups do not typically need both copy and fax hardware in every location where they need a convenient print device.
- Users resist printing to an MFP that may be located far away from their workstations.
- Users wish to avoid the inconvenience of printing on a heavily used copy and fax device.

Ricoh leads the industry in comprehensive optimization of the hardware, software and processes that can improve ROI for clients through cost savings and productivity gains.

Award Winning Equipment

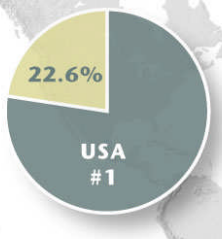
Ricoh's equipment offerings continue to win product awards year after year for technical innovation and excellence from independent industry analysts such as Better Buys for Business, Buyers Laboratory Inc. and the BERTL Digital Test Laboratory. Less than 100 companies have received the Deming Award. Ricoh is the only office equipment manufacturer to win this award ***twice***.

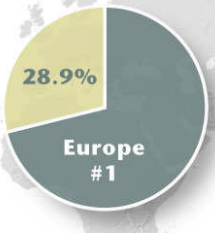
Ricoh maintains its reputation as The Quality Leader by closely monitoring every aspect of its business for adherence to the strictest quality standards. Ricoh received the Japan Quality Award (JQA) as a result of this commitment to quality. The JQA is based on the Malcolm Baldrige National Quality Award of the United States and is awarded to companies that demonstrate outstanding business excellence. Ricoh Company, Ltd. has been named one of the World's Most Ethical Companies by the Ethisphere Institute for 2009. Ricoh earned a coveted place on the list by going beyond legal minimums, introducing innovative ideas to benefit the public and forcing its competitors to follow suit by consistently upping the ante for what it takes to be an ethical leader. Please visit http://search.ricoh.jp/rgl/search.x?q=awards&btnG=%3CIMG+height%3D20+alt%3DSEARCH+src%3D%22%2Fcommon%2Fimg%2Fheader%2Fghdr-img-search.gif%22+width%3D60%3E&ie=UTF-8&page=1 to view Ricoh's award site.

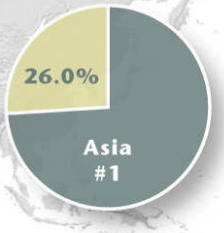
Ricoh made the "Global 100" List for *7th year in a row.*Tokyo, February 3, 2011. This is the seventh consecutive year that Ricoh has been listed in the "Global 100 Most Sustainable Corporations in the World," known as the "Global 100." Starting in 2005, Corporate Knights Inc. of Canada has selected the top 100 corporations in the world every year by highlighting global corporations which have been the most proactive in managing environmental, social and governance issues (ESG) integrated with financial data.

Deming Award

Outstanding commitment to quality control and products that make exceptional advances in pursuit of quality.







Ricoh holds the #1 market share position in office digital unit placements in the United States and worldwide.

Research and Development

Research and development allows Ricoh to remain a technology leader that can translate its image communication achievements into real marketplace advantages by creating significant added value for customers.

Ricoh has a fully integrated research and development structure with 10 laboratories worldwide conducting basic and applied research in diverse technologies. These include color imaging, imaging processing, optics, chemicals, software enablers, mechatronics, semiconductors and information technologies, among others.

Ricoh's R&D program broadly focuses on image communication advances. R&D operations work closely with manufacturing, sales and service operations to meet their product technology needs and support environmental protection initiatives. Ricoh is also exploring the basic research keys to the office equipment of tomorrow, particularly in advanced next generation and multimedia information technologies.

Ricoh consistently invests about 6% of net sales in R & D.

Commitment to the Environment

Ricoh is deeply committed to the environment and protecting the resources in our care. This commitment includes every aspect of our business, from the products we provide, the way we run our offices and how we interact with local communities. Environmental stewardship is one of our highest corporate priorities and remaining a strong environmental citizen is a responsibility we take very seriously.

Ricoh is dedicated to upholding our vision for environmental leadership. This vision demands that we go beyond expectations of our industry and exceed legislated requirements whenever possible.

Our earth,
Our tomorrow

This uncompromising policy has the enthusiastic support of our executive management team and employees. We are committed to ongoing stewardship and a continuously evolving set of environmental programs.

Conserve Energy & Reduce Costs without Affecting Productivity - Reducing the amount of energy your organization consumes is an easy way to have a positive impact on the environment. To this end, Ricoh offers energy-efficient document management systems that minimize power and resource consumption without sacrificing productivity or convenience. These systems offer many of the following features:

- **Ultra-Low Power Sleep Mode** – After a short period of idling, systems enter a low-power sleep mode during which they consume just six to eight watts of electricity—significantly less than during normal operation.

- **Quick Start Up** – Warm-up time is nearly 66% faster than competitive systems. This makes the sleep feature invisible to users, so the low-power mode does not get disabled.

- **Fast Duplexing** – All systems operate in duplex mode at 95% to 100% of their rated speed, so users can quickly and easily complete copying jobs using half the paper.

- **Toner Recycling** – This internal process helps improve toner yields, reduce wasted toner and decrease the frequency of cartridge replacements.

- **Sample Mode** – This feature prevents paper waste by allowing users to print one sample copy to check settings prior to printing the entire job.

Demanufacturing Program - At the end of their service life cycle, document management systems from Ricoh enter our demanufacturing program. The demanufacturing process allows us to recycle nearly all of the materials in these products and keeps our systems out of landfills. It also prevents them from being shipped overseas for improper disposal in nations where environmental regulations are not as strict. (Ricoh is firmly opposed to this practice, often referred to as "exporting harm," which is unfortunately, common in this and many other industries.)

When scrap systems enter our demanufacturing program, they are sent to one of our recycling centers in the U.S. They are then disassembled, processed and separated into commodity streams of steel, copper, aluminum, other metals and plastics. These materials are sent to other approved recyclers for conversion into new, usable resources. By using state-of-the-art technology, our demanufacturing facilities have improved the average rate of recovery from between 30 and 60% up to 95% of total equipment weight.

Energy Conservation – Ricoh's entire line of multifunction products (MFPs) qualifies to meet the latest Energy Star guidelines. In addition to color and black & white MFPs, Ricoh's entire line of digital duplicators and wide format products also meet the new Energy Star guidelines. Energy efficiency compliance has been integrated in nearly all of Ricoh's printers, production printers and facsimile products. Sponsored by the U.S. Environmental Protection Agency (EPA), Energy Star promotes energy efficiency in office equipment. Ricoh systems are engineered to conserve electric power, paper and other consumable supplies. Energy Star Products prevent greenhouse emissions by meeting strict energy efficiency guidelines set by the U.S. EPA and the U.S. Department of Energy.

Ricoh's Energy Star high-speed MFDs feature duplexing units that automatically make double-sided copies, which reduce paper costs by about $60 a month on average. Using less paper also saves energy because it takes 10 times more energy to manufacture a piece of paper than it does to copy an image onto it. Spending a large portion of time in low-power mode not only saves energy, but helps copy equipment run cooler and last longer.

Office equipment is generally turned on 24 hours a day, so power management features are important for saving energy and are an easy way to reduce air pollution. Energy Star has prevented more than 150 million metric tons of pollution and has helped businesses and consumers save an estimated $50 billion in energy costs.

Green Factories - Ricoh Company Ltd., Ricoh's parent company, operates 23 manufacturing facilities around the world. These factories are among the leading green manufacturing plants worldwide. All have earned ISO 14001 certification for

Environmental Management, as well as ISO 9002 certification for Quality Management. They have also achieved coveted “zero waste to landfill” status, which means they send absolutely no waste materials to landfills. Instead, all waste streams are either reused or recycled. By making green factories a high priority, Ricoh Company Ltd. enables Ricoh to bring high-quality document management solutions to our customers and maintain strong environmental responsibility.

Recycling - Ricoh actively promotes recycling programs to reduce waste sent to landfills and help conserve energy. The Ricoh Headquarters and Technical Buildings in Atlanta received ISO 14001 certification in 2004. Ricoh has certified all of its manufacturing plants and many other facilities worldwide to the ISO 14001 standard.

For our customers, we offer a program to recycle toner cartridges. It’s an important strategy, because toner is second only to paper as our industry’s highest-volume consumable. This program is simple, easy and free. To participate, our customers simply just drop their used toner cartridge back in the box, apply the pre-paid shipping label and send it back to Ricoh. We do the rest. Returned cartridges (along with packaging and shipping materials) are disassembled, and then sorted for reuse and material recovery. Typically, between 95% and 100% of the total weight is recovered. This keeps used cartridges out of our landfills and conserves the energy and resources required to manufacture new ones.

Environmental Awards - Ricoh has won numerous awards over the years for our strong commitment to the environment. A few of these awards and recognitions received include:

- **WEC Gold Medal** – Ricoh received the 2003 Gold Medal for International Corporate Achievement in Sustainable Development from the World Environment Center for its contributions to worldwide environmental quality.
- **One of the World’s Top 100 Most Sustainable Companies** – For the sixth consecutive year, in January 2010, Ricoh was named one of the top 100 most sustainable companies in the world. As a Global 100 honoree, Ricoh is part of a select group of companies whose sustainability performance falls within the top 5% of their sector. More information on this recent award can be found at www.global100.org
- **The World’s Most Respected Companies** – A poll of CEOs in Financial Times in December 2001 ranked Ricoh as the seventh company worldwide that best manages and affects environmental resources.
- **One of Top "Green Technology Innovators”** – In December 2005, Business Week Magazine awarded Ricoh 4th place in the list of top "Green Technology Innovators: Battling Climate Changes."
- **California's Top Environmental Award** – In February 2005, Ricoh Electronics, Inc in Tustin, Orange County received the State of California's top waste reduction environmental award. The California Integrated Waste Management Board presented this award to only 10 businesses.
- **Energy Star® Awards for Office Equipment** – Since 1996, Ricoh systems continue to receive Energy Star awards for energy efficiency.

- **Energy Star® Year 2000 Best Consumer Education** – Ricoh is the first and only corporation to receive this award.
- **Innovest's EcoValue 21st Rating** – Awarded to companies that balance business and environmental conservation, Ricoh received an AAA rating in June 2001 and ranked first out of 11 companies.
- **Environmental Choice Designation** – Awarded by Environment Canada in September 2001 for copiers, printers and facsimile systems.
- **IEA Copier of the Future** – In November 1999, the Ricoh 5635 received the first ever "Copier of the Future" award for its energy-savings from the International Energy Agency based in Paris, France.

For a current Ricoh Environmental Sustainability Report, please visit http://www.ricoh.com/environment/report/index.html

Identifying Hidden Printing Costs

Finding the true cost of document output in a single location or throughout an enterprise can be a difficult if not insurmountable challenge. Ricoh can provide an optional solution that can contribute to successful document management by capturing and tracking these spiraling operating costs. Ricoh's tool will promote *****Company Name's print avoidance strategies by promoting rules based routing. Examples include high volume print and color.

Ricoh recently introduced a server-based tool that utilizes advanced technologies to capture and identify forms of printing and copying for networked printers, local printers and other devices in an organization, **regardless of the manufacturer (HP, Lexmark, Xerox, etc.)**. This tool records all available information about each copy/print job, enabling accurate tracking of costs and pinpointing printing patterns. The centralized database can generate up to 70 different reports for advanced analysis.

Technology Enablers

Ricoh's experienced technology specialists are dedicated to handling every customer requirement related to digital document management. These team members are regularly trained and updated about advances and applications for customer solutions. They participate in frequent trainings, meetings and conference calls with colleagues to exchange best-way practices. These digital specialists provide the best possible solutions to meet the business objectives of Ricoh's customers.

Ricoh has developed a number of cutting edge technology enablers that are utilized by our technology teams. These enablers address specific applications and provide solutions to further reduce costs and enhance productivity from the onset of a program. They also

can be added for continuous program improvement. In addition, Ricoh has developed strategic partnerships with a select group of leading technology companies to make sure our customized solutions include “best of breed” technology enablers in its customized solutions. Strategic partnership technology enablers are provided and supported by Ricoh.

Ricoh Americas Corporation’s Printing Solutions Division won two “Best of IT ChannelVision™ Awards” at the IT ChannelVision Spring 2007 Conference, held May 6th through May 9th in Hollywood, Florida. These awards recognize technology providers for developing products and programs that are redefining the traditional IT markets and channels.

The “Best of IT ChannelVision Awards” are the only channel awards voted on solely by the attending System Builder and xSP Decision Makers, who are comprised of the top executives from throughout the industry. Ricoh was honored in the categories of “Best System Builder Marketing Program/Promotion” and “Best System Builder Presentation.” In addition, Ricoh received a third nomination in the “Best xSP Presentation” category.

Information Week, a leading publication for IT professionals, honors the most innovative users of business technology in an annual survey that evaluates companies headquartered in the United States with at least $1 billion in annual revenue. Ratings are based on technological, procedural and organizational innovation. In 2008 Ricoh Americas Corporation ranked #82 out of the 500 companies named.