



Press Release

J.D. Power Asia Pacific Reports: Ricoh Ranks Highest in Customer Satisfaction with Color Copiers for Both Large And Small/Medium-Sized Businesses

TOKYO: 27 August 2009 — Ricoh ranks highest in color copier customer satisfaction for both large and small/medium-sized businesses, according to the J.D. Power 2009 Japan Color Copier Customer Satisfaction StudySM.

The study, now in its 17th year, measures customer satisfaction with color copiers in two segments: large businesses (with 300 or more employees) and small/medium businesses (with between 30 and 299 employees). In each segment, three factors are examined to determine overall satisfaction. Within the large business segment, the importance of each factor is: maintenance services (38%); sales response (34%) and product (28%). Within the small/medium business segment, the importance of each factor is: maintenance services (33%), sales response (33%) and product (39%).

In both the large and small/medium-sized company segments, Ricoh ranks highest and is followed in the rankings by Fuji Xerox. In both segments, Ricoh performs particularly well in all three factors.

“Ricoh’s customers indicate that the brand’s sales and maintenance personnel provide particularly satisfying service,” said Yasunari Takahama, project manager at J.D. Power Asia Pacific, Tokyo.

The study finds that more than 40 percent of large business customers say they are willing to accept suggestions and follow-up information from manufacturers after purchasing a copier (such as usage instructions and explanations of fees and service.) Although providing follow-up information has a strong positive impact on overall satisfaction, copier manufacturers, on average, do not engage in much of this activity.

The study also finds that, among small/medium business customers, satisfaction is strongly impacted by product downtime from malfunctions as well as by maintenance costs. Since smaller companies typically have fewer alternative machines to use than larger businesses if one is malfunctioning, reducing downtime and informing customers of ways to save on equipment and service costs are critical to improving overall satisfaction.

The 2009 Japan Color Copier Customer Satisfaction Study is based on responses from 3,725 customers who are responsible for color copiers in offices with 30 or more employees. The study was fielded between May and June 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: shizue_hidaka@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement,

Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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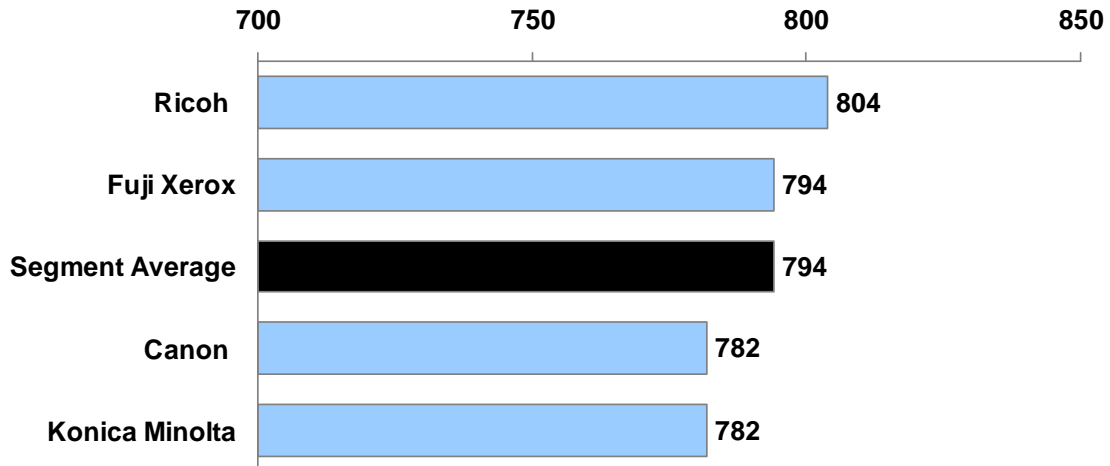
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 Japan Color Copier Customer Satisfaction StudySM

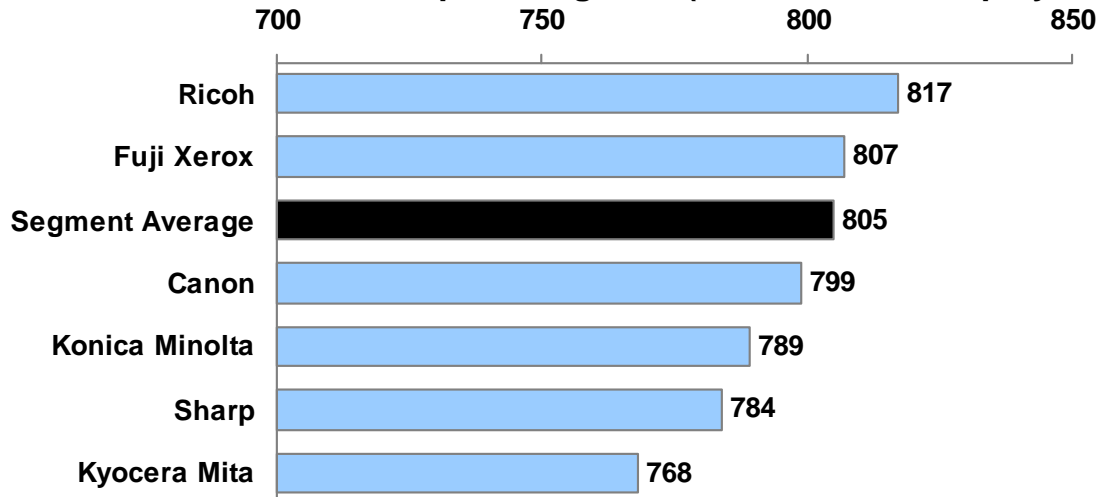
Customer Satisfaction Index Ranking (Based on a 1,000-point scale)

Large Company Segment (with 300 or more employees)



Note: Included in the segment, but not ranked due to small sample size are Epson, Kyocera Mita, Panasonic, Sharp and Toshiba.

Small and Medium Enterprise Segment (with 30 to 299 employees)



Note: Included in the segment, but not ranked due to small sample size are Epson, Panasonic and Toshiba.

Source: J.D. Power Asia Pacific 2009 Japan Color Copier Customer Satisfaction StudySM.

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