

SHARP WINS BLI'S 2009 MFP "LINE OF THE YEAR" AWARD

Sharp honored with coveted award for the second time in past three years

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Mahwah, N.J., December 7, 2009 – Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation, today announced that it has received the 2009 "Line of the Year" Award from Buyers Laboratory, Inc. (BLI), the leading global provider of information and testing services to the digital imaging industry. BLI's "Line of the Year" is awarded once a year to the vendor whose product line is determined to be the best overall based on its cumulative test results in BLI's rigorous two-month laboratory evaluation. Among the many factors considered are reliability, image quality, productivity, ease of use, scanning, a host of connectivity attributes and overall value. Also considered is the breadth of each vendor's line.

"We are honored to once again receive this award. We believe it to be the result of our continued focus on where the market is heading, not just where it is today," said Mike Marusic, vice president of marketing and service, Sharp Imaging and Information Company of America. "In doing so we work closely with end users to understand their needs and where their business is moving, and then design products that will help them work more efficiently and ultimately improve their bottom line. The result is our award winning line of MFPs – from A4 to production class - that are customizable, easy to operate, secure and reliable."

Last year Sharp became the first of the traditional copier vendors to launch workgroup-level A4/letter MFPs that, like copiers, feature separate drums, developer and toner. These are the BLI highly recommended MX/DX-B401 and MX/DX-C401, along with the MX/DX-C311, which received a BLI "Pick" Award earlier this year.

This award acknowledges that Sharp offers A4 products that meet the differing service requirements of various customers alongside A3 models that offer a host of innovative features, including the industry-first standard retractable QWERTY keyboard, and the third generation of Sharp OSA technology™.

In total this year Sharp's A3 MFPs have earned eight "Picks," covering the entire spectrum of color and monochrome. Sharps current A3 product line offers a total of 17 "Pick of the Year Award" winners, more than any other copier vendor. "Pick" awards recognize the outstanding

combination of high reliability and above average ratings for all aspects of connectivity, including feedback to workstations, administrative utilities, and print drivers. Sharp products also score very well for ease-of-use, with a high-resolution color touch-screen display that is customizable to allow commonly used features to be placed on the main screen for each function.

“While all of the dynamics driving change may not be clear, what is clear is that dealers must expand their business model beyond focusing exclusively on selling higher-priced ledge/A3 hardware,” said BLI Managing Editor Daria Hoffman. “With A4 MFPs that are just as robust as traditional A3 MFPs in this important segment, Sharp has a leg up on its competitors.

The “Line of the Year” Award also recognizes the exceptional scanning capabilities of Sharp A3 devices, including the ImageSEND function; Sharpdesk, “a favorite among BLI technicians;” and dual-head scanning, which leads to less wear and tear, less chance for misfeeds and quicker scan speeds. BLI goes on to mention that Sharp devices “set the benchmark for programming LDAP destinations.”

For more information about the complete line of Sharp document solution products, contact Sharp Imaging and Information Company of America, Sharp Plaza, Mahwah, N.J. 07495-1163, or call 800-BE-SHARP. For online product information, visit Sharp’s Web site at sharpusa.com or sharpusa.com/documents.

About Buyers Laboratory

Since 1961, Buyers Lab has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry’s most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI’s US and UK laboratories, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products. The company’s databases cover over 10,000 products and have a long-standing reputation for being the industry’s most trustworthy and complete source for global competitive intelligence. They are available to BLI subscribers online via the company’s bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI’s First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, and BLI-produced articles.

In addition to the testing of office equipment for its subscribers, Buyers Lab provides consulting services to buyers and a vast array of confidential for-hire private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as toner, ink and photoconductors), software and solutions and print media testing (including virgin and recycled papers).

For more information on Buyers Lab, please call (201) 488-0404, visit www.buyerslab.com, or e-mail info@buyerslab.com.

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News Release

FOR IMMEDIATE RELEASE

SHARP® MFPS ONCE AGAIN RECOGNIZED BY BLI FOR OUTSTANDING PERFORMANCE

MX-M283N, MX-M363, MX-M453 and MX-M503 each receive Fall 2009 BLI “Pick” Awards in their respective categories.

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MAHWAH, N.J., December 2, 2009 – Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation, today announced that several of its A3 MFPS have received Fall 2009 “Pick” Awards from Buyer’s Laboratory Inc. (BLI). The awards acknowledge “outstanding performance” and excellence “in areas of importance to IT professionals” in a number of different Sharp A3 MFPS, including the MX-M283N (Outstanding 21- to 30-PPM Monochrome MFP), MX-M363 (Outstanding 31- to 40-PPM Monochrome MFP) and the MX-M453 and MX-M503 (Outstanding 41- to 50-PPM Monochrome MFPS).

“We are proud to accept this year’s BLI Pick Awards because we believe Sharp’s best of breed engineering has reached a new level with these products,” said George Grafanakis, senior manager, Product Planning and Marketing, Sharp Imaging and Information Company of America. “All of the newest Sharp innovations can be found in these MFPS, from the durable, standard pull-out keyboard, to the 8.5” touchscreen display, to our Sharp OSA® development platform that features a growing number of certified and customizable applications. We would like to thank BLI for this award and will continue to develop products that meet our customers’ needs as we head in to the new year.”

In addition to award-winning Sharp features such as a large color touchscreen; standard retractable keyboard; and the Sharp OSA development platform, Sharp’s MX monochrome and color series models broke new ground by incorporating a common architecture among all models, minimizing the need to stock two different sets of options.

Each model features a true multi-tasking controller that delivers copy, print and fax jobs continuously, and can also process network scanning jobs while outputting existing jobs. Other standard features include automatic duplexing, electronic sorting and integrated offset stacking; an on-board paper capacity of up to 5,600 sheets; and a 100-sheet duplex single pass document feeder with color Scan2 technology standard. Sharp’s award-winning Scan² technology enables users to scan two-sided documents in a single pass, speeding up workflow, reducing misfeeds and improving reliability.

In judging these awards, BLI subjects color printers and printer MFPs to a battery of rigorous lab tests. Products taking top honors demonstrate outstanding performance in BLI testing, which evaluates products for a variety of important performance aspects, including reliability, image quality, productivity, print drivers, feedback to workstations, administrative utilities, ease of use, network setup, toner yield and more.

For more information about the complete line of Sharp document solution products, contact Sharp Imaging and Information Company of America, Sharp Plaza, Mahwah, N.J. 07495-1163, or call 800-BE-SHARP. For online product information, visit Sharp's Web site at sharpusa.com or sharpusa.com/documents.

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