

RICOH RECEIVES HIGH MARKS IN EVERYTHING CHANNEL'S 2008 VARBUSINESS ANNUAL REPORT CARD

Ricoh Takes Home Partnership Award in the Workgroup Color Printer Category

West Caldwell, NJ, September 04, 2008 — Ricoh Americas Corporation, a leading provider of digital office equipment, today announced that it has received high marks in the 2008 Annual Report Card (ARC) from Everything Channel's VARBusiness. Now in its 23rd year, the VARBusiness ARC Awards recognize outstanding partner programs and superb vendor service in 18 major product categories. The ARC awards were held at an awards ceremony on August 18 at the Gaylord Texan Resort and Convention Center in Dallas.

Ricoh won the ARC Partnership award in the Workgroup Color Printer category, which is comprised of competing network color printers with higher duty cycles in the \$650 or above price level. Ricoh has several outstanding products in this category including the Aficio SP C410/411DN, Aficio SP C811DN and the Aficio SP C210SF, all of which provide businesses with the functions and speed necessary to operate efficiently. Within this product sub-category, Ricoh ranked first in revenue and profit potential, ease of doing business and return on investment.

“Winning an ARC Partnership award from an industry leader such as VARBusiness is a true honor for Ricoh,” said Ann Moser, senior vice president, Printing Solutions Division, Ricoh Americas Corporation. “This award is a clear reflection of the focus we place on our partners, which is a differentiator for Ricoh in the marketplace. Ricoh has excelled in the Workgroup Color Printer category due to the hard work conducted and commitment made to our partners in the IT Channel space.”

Winners were selected by VARBusiness editorial based on the survey results of more than 5,000 systems integrators, IT consulting organizations, value-added resellers (VARs), solution providers and software developers.

“For 23 years we've asked Solution Providers to grade their vendor partners on criteria such as product quality and innovation, partner programs and support, and each year the results of these grades have created the VARBusiness Annual Report Card which reflects the level of commitment vendors have to the channel and to their Solution Provider partners. Congratulations to all of the winners,” said Robert C. DeMarzo, senior vice president and editorial director, Everything Channel editorial.

About VARBusiness (www.varbusiness.com)

For the past 20 years, VARBusiness' strategic resources have been the gateway to the commercial and public sector (or government) Solution Provider community. The VARBusiness integrated platform of media opportunities provides strategic insight for technology integrators through industry-defining research, in-depth editorial, channel events and innovative Web services, enabling these IT professionals to make educated decisions for their businesses, partnerships and customers. VARBusiness offerings lead vendors and distributors to

unprecedented access to the most powerful strategic Solution Providers in the market. VARBusiness has been the recipient of numerous industry awards for both editorial content and design.

Everything Channel (www.everythingchannel.com, www.channelweb.com) Everything Channel, formerly CMP Channel, is the one-stop-shop for accessing, enabling and accelerating technology sales channels. From branding and recruiting to marketing and sales, Everything Channel offers technology marketers the unmatched breadth and depth of global brands and market intelligence combined with an unparalleled audience loyalty and credibility serving all technology sales channels. Through innovative sales and marketing solutions, Everything Channel arms the sellers of technology with the resources they need to achieve measurable and significant results.

Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

About Ricoh Americas Corporation

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 72-year-old leading supplier of office automation equipment and electronics, with fiscal year 2007 sales in excess of \$22 billion, a 7.3 percent increase over the previous year.

The Printing Solutions Division (PSD) of Ricoh Americas Corporation is committed to meeting the critical needs of the company's resellers and their customers by providing world-class printer and multifunction solutions that enhance document workflow. PSD offers resellers that are Ricoh Rewards members a wide variety of marketing and support programs to help drive revenue and profits including the Rewards Program, Demo Program and Royalties Program.

Information about Ricoh's complete range of products and services can be accessed at www.ricoh-usa.com/itchannel.