

RICOH IS A LEADER IN THE U.S. COPIER MARKET

Ricoh Ranks Number One When Measured by Sales of Dealer/BTA Models in the Combined Black & White and Color Copier Segment

West Caldwell, N.J., April 21, 2009 — In the annual Gartner U.S. copier market report for 2008, Ricoh Americas Corporation holds the number one spot for a second straight year in the combined black and white and color copier segment with a 21.4 percent market share. Ricoh leads the pack for the sixth consecutive year with a 22.2 percent stake in the individual color copier market. In the black and white copier category specifically, it came in close second with a market share of 21.1 percent. These percentages are calculated by counting only for copier/MFP models that are sold through dealer and direct sales, excluding models sold through the retail channel (Printer, Copier, and MFP Annual Market Share, United States: Database. February 8, 2009).

“Ricoh Americas Corporation continues to be a leading player in the black and white and color copier market place and we believe this is due to our strong commitment to offering businesses affordable, high-quality document output solutions,” said Kirk Yoshida, chairman and CEO, Ricoh Americas Corporation. “By keeping our finger on the pulse of our customers document management needs, Ricoh is able to design printing devices that not only fulfill copying requirements at a low total cost of ownership, but also provide a value add by helping our customers comply with government mandated security and environmental regulations.”

Ricoh offers a full range of digital imaging products suited for any workgroup environment, including color and black and white multifunctional copiers, printers, facsimile systems, scanners, digital duplicators, wide format copiers and digital cameras. Further information on Ricoh’s products and solutions can be found at www.ricoh-usa.com.

About Ricoh Americas Corporation

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 73-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.

Ricoh Americas Corporation is a leading provider of document solutions. 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 directly or through its network of authorized dealers markets and distributes products in North, Central and South America.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at www.ricoh-usa.com.