

The Kyocera FS-C5400DN, FS-C5350DN, FS-C5300DN, FS-C5200DN and FS-C5100DN color printers earn highest honors.

FAIRFIELD, N.J. – October 5, 2009 – Kyocera Mita America, Inc., one of the world's leading document solutions companies, is proud to announce that Better Buys for Business, a leading independent authority on document imaging equipment, has recognized Kyocera's FS-C5400DN, FS-C5350DN, FS-C5300DN, FS-C5200DN and FS-C5100DN **with 2010 Editor's Choice Awards**. As part of Kyocera's ECOSYS® line of environmentally friendly printers, these Energy Star™ certified models utilize long-life consumables while consistently delivering high-quality image output.

According to Better Buys for Business, Kyocera color printers are powerful workgroup printers that offer respectable paper handling capabilities and provide impressive consumables costs. Better Buys indicated that the cost per page for black & white output is extraordinary and for color output Kyocera's color printers offer a cost per page of almost half of the industry average, noting that this "alone makes these printers standout."

"One of the key factors of businesses seeking to expand their color printing operations is the cost per page," said Stephen Hannaford, editor-in-chief, Better Buys for Business. "Expanding on a legacy of offering leading office technology products with a low TCO, Kyocera's new lineup of color printers offer both small and enterprise-size organizations high-quality, reliable color printing at an affordable price."

In selecting Editor's Choice Award recipients, Better Buys for Business evaluates new products in a number of categories, including product area; features and technology; vendor profile; a detailed summary on current models from leading vendors; full specifications; and pricing information including cost per page. Kyocera's outstanding printer technology enabled them to secure a ranking in the prestigious award winners' category.

Kyocera's recognition from Better Buys for Business is the latest in a number of recent industry awards the company has received. Kyocera's ECOSYS line was recently recognized with the 2009 BERTL Readers' Choice Award for Monochrome Reliability and Quality for segments 4-6 and a BERTL's Best Award for the FS-C5300DN for Best Digital Imaging Desktop Color A4 Printer.

Encompassing Kyocera's strong document imaging portfolio, the company received the 2009 Channel Choice Awards from the Business Technology Association (BTA) in the categories of Product Line and Distribution, based on survey results from independent office technology dealers. The Channel Choice Award for Product Line recognized Kyocera's printers and Multifunctional products (MFPs) for offering strong performance, reliability and effectiveness. For the Channel Choice Award for Distribution, Kyocera was recognized for their dedication to supporting dealers with fair and equitable agreements, strong advertising support, and offering pricing models that are competitive and profitable for dealers.

Pricing and Availability

The FS-C5400DN, FS-C5350DN, FS-C5300DN, FS-C5200DN and FS-C5100DN FS-C5200DN and FS-C5300DN are available now through authorized Kyocera dealers, a manufacturer's suggested retail price (MSRP) of \$2,593, \$1,983, \$1,739, \$1,424 and \$942 respectively. To find the nearest dealer, please visit Kyocera Mita America's dealer locator at: www.kyoceramita.com/us.

ABOUT BETTER BUYS FOR BUSINESS

Better Buys for Business is the nation's leading independent authority on document imaging equipment (copiers, printers, faxes, and scanners). To assure its independence, Better Buys for Business accepts no advertising. Revenues are derived solely from the sales of its reports. For subscription information, call 800-247-2185 or visit www.BetterBuys.com.

ABOUT KYOCERA MITA AMERICA

Kyocera Mita America, Inc. (www.kyoceramita.com/us), headquartered in Fairfield, N.J., is a leading provider of computer-connectable document imaging and document management systems, including network-ready digital MFPs/printers, laser printers, color MFPs/printers, digital laser facsimiles, and multifunctional and wide format imaging solutions. Kyocera Mita America is a group company of Kyocera Mita Corporation. Kyocera Mita Corporation is a core company of the Kyocera Corporation, the world's leading developer and manufacturer of advanced ceramics and associated products, including

telecommunications equipment, semiconductor packages and electronic components. Kyocera Mita America, the first document solutions company with third-party certified sales data, has earned numerous honors for its products' high performance, reliability and cost efficiency. Kyocera Corporation's consolidated net revenues exceeded \$11 billion for the fiscal year ending on March 31, 2009.