



SHARP ELECTRONICS CORPORATION

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News Release

FOR IMMEDIATE RELEASE

SHARP® COLOR A4 MFPs OUTPERFORM COMPETITION TO WIN BLI PICK OF THE YEAR AWARDS

MX-C401, DX-C401 and MX-B401 continue the winning ways for Sharp Frontier Series MFPs receiving awards for mid-sized color A4 MFPs

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MAHWAH, N.J., December 9, 2009 – Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation, today announced that its MX-C401, DX-C401 and MX-B401 A4 MFPs have received 2009 Pick of the Year Awards from Buyer's Laboratory Inc. (BLI). These awards acknowledge "outstanding performance" and excellence "in areas of importance to IT professionals" in the MX- and DX-C401 models (Outstanding Mid-Size Workgroup A4 Color MFP), and the MX-B401 (Outstanding Mid-Size Workgroup A4 Monochrome MFP).

"We are very happy to accept these Pick Awards for the MX- and DX-C401 Models," said Gary Bailer, associate director product management, A4 multifunction printers, Sharp Imaging and Information Company of America. "Along with the BLI Pick Awards their counterparts (MX- and DX-C311) received in the spring, the Frontier Series is quickly becoming one of our most popular and critically acclaimed lines. These awards further validate Sharp's commitment to manufacturing high-quality MFPs in a number of different segments that meet our customers' needs for superior functionality, connectivity, security and reliability."

These products bring brilliant output closer to the workgroup with a design that has a small footprint to fit in to environments others won't, yet isn't small on functionality. A large 8.5 inch (diagonal) W-VGA color touchpanel display simplifies operation by providing an intuitive user interface. Incorporating next-generation common controller architecture, these Frontier Series models provide the same uniform functionality and operability that can be found across Sharp's award-winning MFP product line. These models offer modular expandability, remote-access capabilities, and a value-added approach to network and software integration. They also incorporate Sharp's award-winning Sharp OSA® platform and the industry-leading Sharp Security Suite to protect data and control access.

"As for the MX-B401, the demand for monochrome MFPs remains very strong, especially in the A4 category" said Gary Bailer, associate director product management, A4 multifunction printers, Sharp Imaging and Information Company of America. "We take pride in offering our

dealers a wide array of options so they are fully equipped to meet virtually any customer need. The MX-B401 is a very robust machine and this award underscores its superior functionality, connectivity, security and reliability."

All of these models incorporate Sharp's newest developments in device management, with Remote Front Panel capability that provides the IT administrator or helpdesk professional with the ability to see exactly what the end-user is seeing. They can remotely change settings, show the user how to perform a function, or diagnose and often rectify problems without deploying a technician to the device. This unique MFP capability dramatically reduces unit downtime and support costs.

Sharp takes its intuitive product line one step further by adding its Printer Administration Utility version 5 (PAU5) as a standard feature on these products. With PAU5, customers can gain enhanced levels of support, by allowing the IT administrator to grant the service provider Remote Front Panel capability directly from their dealership. With Remote Front Panel and PAU5, dealers have the ability to get closer to their customers by offering them an unparalleled level of support.

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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