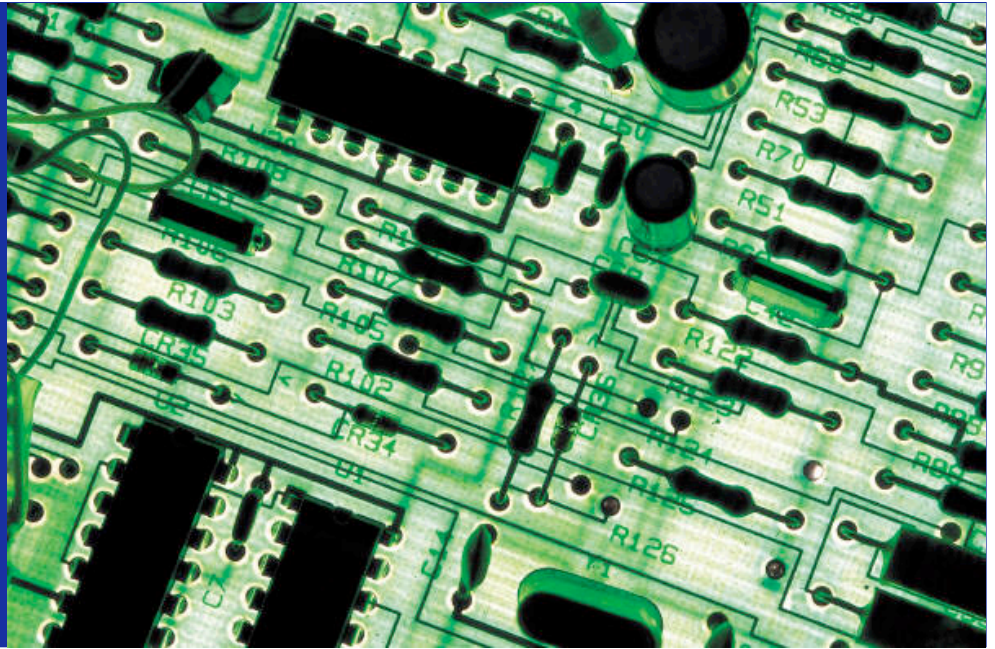


THE
OFFICE
PRODUCTS
ANALYST

OPA



Customers Say Toshiba Color Devices are Best

Results taken from the Annual Color End User Survey conducted by the Office Products Analyst (OPA)

Each year, we conduct a study in which we ask end users to rate their color multifunctional products (MFP), copiers and printers. This year's survey is based on the data compiled from 128 customers encompassing 253 installed devices. Customers were from both SMB and Enterprise establishments in markets throughout the continental US.

Respondents were contacted via telephone and were



asked to rate their device in a variety of categories on a scale of 1 - 10 (one is worst, 10 is best).

Besides being ranked best overall with a rating of 9.3,

Toshiba products received the highest ratings in several key areas, such as overall reliability, image quality affordability and more. In fact, Toshiba devices were rated best in 12 out of 20 categories.

"We congratulate Toshiba on this impressive achievement. Based on the results of this study, anyone in the market for a color device should consider Toshiba products."

Andy Slawetsky, President
Industry Analysts, Inc.

QUESTIONS?

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The Office Equipment Authority



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The Office Products Analyst is the longest running, continuously published publication that focuses exclusively on the office automation industry. Published by Industry Analysts, Inc. in Rochester, NY, the OPA conducts thousands of end-user and office equipment dealer surveys each year. Toshiba did not fund or support this study in any way, shape or form. The full OPA issue from which this excerpt was derived is available on our website. For more information, contact IA, Inc. at (585) 232-5320 or visit our website.