



Announcement of the COREFIDO

### Announcement of the New COREFIDO Brand for Business-Use in Japan

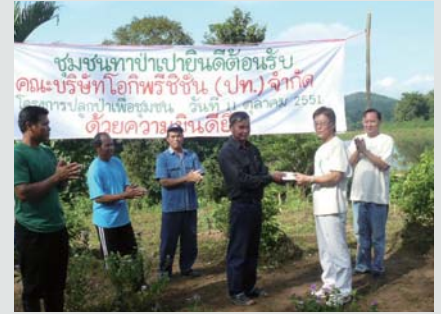
OKI Data announced the new COREFIDO brand for business-use monochrome, color and multi-functional printers. The main feature of COREFIDO brand products is the five-year free-of-charge warranty. Expanding coverage from the standard six months to five years, this warranty places the onus for repair expenses for breakdowns stemming from regular usage on OKI Data for this period. With this brand, OKI Data offers a new approach for using its standard and multi-functional printers where consumers pay only for the cost of the product, including the initial purchase price and regular part replacements, without worrying about repair expenses in the unlikely event of a breakdown.



Press Conference to Announce a Partnership with Techhero Science and Technology

### Strategic Partnership with Chinese Office Automation (OA) Equipment Giant, "Techhero Science and Technology"

OKI Data has formed a sales partnership with the Beijing Techhero Digital Office Equipment Co., Ltd. (Techhero Science and Technology). Demand in China for color and multi-functional printers is increasing across the board in manufacturing industries as well as in the business-use market, with the number of printers required to meet this demand expected to exceed 3.5 million units in 2009. In addition to conventional IT channels, OKI Data plans to accelerate sales of color and multi-functional printers—which utilize the advantages of LED technology—through the sales partnership with Techhero Science and Technology, a major player in the Chinese OA equipment and copier industry boasting a nationwide distribution network. Moreover, by jointly undertaking end-user marketing, the two companies can develop printing solutions for various industries.



Volunteer Tree Planting Activities in Thailand

### Helping to Preserve the Environment by Planting Trees in Northern Thailand

Activities to plant teak tree have been undertaken in the northern Thai province of Lamphun. This is one of the initiatives to address the global environment and contribute to the local area being taken on by volunteers employed at OKI Precision (Thailand) (OPNT). The area where the teak trees were planted was once lush forest; however, logging to provide fuel for trains has left the area barren. OPNT's tree-planting activities were conducted with the goal of increasing forestland by 8,000 square meters by planting and cultivating 500 teak trees. The newly planted trees are expected to absorb seven tons of CO<sub>2</sub> per year. OPNT is planning to continue undertaking tree planting activities in the future.

OKI's printer business develops monochrome, color, multi-functional and dot-impact printers on a global scale under the OKI Printing Solutions business brand.

In particular, OKI's monochrome, color and multi-functional printers utilize a unique LED technology as a light source, giving these products superior high-speed, high-resolution and space-saving features compared with laser method printers. These printers are also capable of long-edge printing for horizontally fed sheets and can handle a myriad of different media, giving these products excellent market ratings due to their high degree of versatility.

Taking advantage of these superior features, OKI aims to increase its market share primarily in the sizeable SMB\*<sup>1</sup> market by bolstering its product and selling power. In Japan, OKI is taking steps to launch new models under the COREFIDO brand—which offers a five-year free-of-charge warranty—and enhance alliances with major distributors. Overseas, in addition to SMB markets, OKI will expand into vertical markets, especially DTP\*<sup>2</sup> and retailing. At the same time, OKI will continue to move forward with revamping the printer business to realize long-term growth by accelerating the switch to the MPS\*<sup>3</sup> business in both domestic and overseas markets.

\*1: SMB: Small and medium-sized businesses

\*2: DTP: Desktop publishing

\*3: MPS: Managed Print Service



# Printer Business