



**BUYERS LABORATORY INC.**  
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BUYERS LABORATORY INC.

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Contact: Anthony Polifrone

Tel: 201-488-0404 ext. 39

Fax: 201-488-0461

E-mail: info@buyerslab.com

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FOR IMMEDIATE RELEASE

## LEXMARK AND RICOH CITED WITH SPECIAL RECOGNITION AWARDS

June 28, 2006 - Hackensack (NJ) - Buyers Laboratory (BLI) is pleased to announce that it has awarded special recognition to Lexmark for its Outstanding Achievement in Printer-Based MFP Design and to Ricoh for its Exceptional Value in Color Laser Printers.



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### LEXMARK INTERNATIONAL, INC.

*Outstanding Achievement for Printer-Based MFP Design*

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### RICOH CORPORATION

*Outstanding Achievement for Exceptional Value in Color Laser Printers*

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### Lexmark Printer MFPs Take User Friendliness to Next Level

For its newly redesigned monochrome multifunction printer line, Lexmark has been chosen to receive an Outstanding Achievement Award. The new multifunction products feature an easy-to-use eight-inch full-color back-lit display, which allows users to easily program functions and view context-sensitive help messages with full grayscale images that walk them through tasks; intuitive navigation buttons; and a 10-digit numeric keypad. Marlene Orr, BLI's senior printer analyst, said, "Lexmark's new design for its multifunction printers is the best we've seen on products of this type. The control-panel is very easy to use, the scanner is fully integrated into the device and, of course, these multifunction printers have the high degree of reliability and excellent print quality we've come to expect from Lexmark." Like other recently introduced Lexmark products, the new multifunction products have a convenient USB port that allows walk-up users to print files directly from a USB flash drive. In addition, with the optional Lexmark Document Solutions Suite, the user can customize the operator panel to allow for options to streamline commonly performed processes, such as automated filling-in of forms saved in printer memory and/or on the hard drive and one-touch scanning to multiple locations.

"Lexmark's new MFP line takes multifunction to the next level by helping customers bridge the digital and paper worlds easily, quickly, and more securely" said Paul Rooke, Lexmark executive vice president and president of its Printing Solutions and Services Division. "The combination of our industry-leading, customizable eTask interface along with exceptional performance, reliability, and print quality has been a home run with our customers. We are very pleased to receive this honor from BLI."



## Ricoh Provides Substantial Value In Business Color Printing

Ricoh has been chosen to receive an Outstanding Achievement Award for providing Exceptional Value in Color Laser Printers. BLI has subjected many of Ricoh's color printers to its extensive in-house testing and one area in which they have consistently risen above is competition is in overall value. While the acquisition cost of these color printers is on par with competitive devices, Ricoh printers continue to provide supplies costs that are well below the average for devices in the same class. BLI's Orr said, "Ricoh color printers are an ideal choice for business color output at a very low cost. Of the many color laser printers tested in our lab, Ricoh devices have continually demonstrated higher than average toner yields and lower supplies cost per page."

"We are thrilled to be honored by Buyers Laboratory for providing exceptional value in color laser printers," said Matt Sakauchi, director of printer marketing for Ricoh Corporation. "This acknowledgement further highlights Ricoh's commitment to providing the highest quality products that enable our customers to streamline document workflow while keeping costs reasonable."



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## About Buyers Laboratory

For 45 years, Buyers Laboratory has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's 10,000-square-foot lab, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products. The company's databases cover more than 6,000 products and have a long-standing reputation for being the industry's most trustworthy and complete. They are available to BLI subscribers in the form of printed specification guides and online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, Digital Imaging Review and Business Consumer's Advisor newsletters and OEM library.



In addition to the testing of office equipment for its subscribers, Buyers Laboratory provides a vast array of confidential for-hire private testing services that includes document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as paper, toner, ink, photoconductors and print controllers) and print media testing (including virgin and recycled papers). Buyers Laboratory's consulting division, the Buyers Alliance, provides comprehensive purchasing support services to business consumers in the process of acquiring office equipment, which includes the creation of customized RFPs, user needs assessments and analyses of vendor responses.

For more information on Buyers Laboratory, please visit [www.buyerslab.com](http://www.buyerslab.com), call (201) 488-0404 or e-mail [info@buyerslab.com](mailto:info@buyerslab.com).