

PRESS RELEASE



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RICOH ANNOUNCES NEW PARTNERSHIP WITH CALIFORNIA POLYTECHNIC STATE UNIVERSITY

*Ricoh donates state of the art Pro C900S digital color printing system to Cal Poly's
Graphic Communication Department*

West Caldwell, NJ, September 14, 2009 – Ricoh Americas Corporation announced on Friday, at the opening day of Print 09, a new partnership with California Polytechnic State University's (Cal Poly) Graphic Communication Department, a world-leader in imaging sciences education.

Ricoh's Production Printing Business Group (PPBG) has donated a fully configured Pro C900S digital color production printing system to Cal Poly. The donation includes training and ongoing service by Ricoh's IKON division. With this donation, Ricoh will become an active member of Cal Poly's *Partners in Education Program*. This partnership will provide Cal Poly students exposure to Ricoh technology, specifically the Pro C900S, which will become a standard part of the academic curriculum that includes a "Learn by Doing" approach. This alliance further supports Ricoh's commitment to the graphic arts and to continue as a major player in the production printing space, which is part of the company's global strategy.

"We're excited to enter into a partnership with Ricoh as the combined expertise of Ricoh's PPBG unit and Cal Poly's Graphic Communication Department will help shape the future of the commercial printing industry," said Dr. Harvey Levenson, Graphic

Communication department head. “Ricoh’s leading technology offerings will provide our students and industry professionals with experiential-learning that will allow them to gain practical knowledge of the industry’s latest innovations.”

As part of the mutually-beneficial agreement, Ricoh will also work with Cal Poly’s Graphic Communication Institute (GrCI’s). GrCI focuses on services for the industry including research, laboratory testing, product evaluations, consulting, training and development, seminars, workshops, and conferences. In addition, Ricoh and IKON will serve as key partners within Cal Poly’s intern program, guest lecturer opportunities, and equipment benchmarking tests.

“This new strategic partnership offers an exciting future for Ricoh’s customers because they will benefit from the combined power of a world class academic institution focused on the imaging sciences, and technology leadership from Ricoh,” said Carl Joachim, vice president of Marketing, PPBG, Ricoh Americas Corporation. “Together, we have the ability to open up new opportunities for Ricoh, Cal Poly, students in the Graphic Communication Department, and our customers”

“One of the first things we want to accomplish is the creation of a commercial printing advisory board, to expose the participants to thought leadership from Cal Poly and Ricoh,” added Joachim. “Our idea is that for a select number of commercial printers there will be tremendous benefit to all parties involved in working together.”

In addition to using Ricoh’s technology for hands-on learning, the partnership will also ensure the use of Ricoh’s system within Cal Poly’s experiential laboratory, a student-run printing and publishing company, University Graphic Systems (UGS). The various applications of Ricoh’s technology through Cal Poly’s commercial printing services are the epitome of Cal Poly’s “Learn by Doing” philosophy.

Please visit www.ricoh-usa.com/ppbg for more information on PPBG.

About Ricoh's Production Printing Business Group

The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of the \$20 billion Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at www.ricoh-usa.com.

About Cal Poly's Graphic Communication Department

Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946. It is one of the largest and best-known programs of its kind in the United States. It has more than 33,000 square feet of modern laboratories supported by industry with grants and endowments, equipment, supplies, and software. The department has over 3,000 Graphic Communication alumni and offers concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized course of study. In cooperation with Cal Poly's Orfalea College of Business, the department also offers an MBA with a focus on document systems management. The department is accredited by the Accreditation Council of Collegiate Graphic Communications and houses the Graphic Communication Institute (www.grci.calpoly.edu). The Institute conducts research, testing, product evaluations, consulting, training and development, seminars, workshops and conferences for industry.