

Dear Sharp Dealer:

Sharp honored with BLI Line of the Year Award For the Second Time in Past Three Years

It is with great pride that Sharp once again accepts the MFP Product Line of the Year Award from Buyers Laboratory Inc., the most respected testing service in the document imaging industry. Winning this award once is a great achievement for any MFP manufacturer; winning twice in three years is virtually unheard of. We believe it is the result of our continued focus on where the market is heading, not just where it is today, and validates what Sharp dealers and employees have known for some time... Sharp products are simply the best in the industry!



Following on the heels of BLI Pick of the Year Awards covering the entire spectrum of color and monochrome, Sharp's MFP line was the clear choice for this coveted award! In 2009, Sharp A3 MFPs earned eight "Picks" for products ranging from 26-50 pages per minute. In fact, at 17, Sharp's current A3 "Picks" number more than any other copier vendor. And that's not all. In the A4 space, Sharp has garnered five "Picks" among mid-size workgroup MFP products, setting a new standard in this product category. The impressive line-up appears below:

2009 BLI "Pick" Award	Products
Outstanding 21-30 ppm A3 Color MFP	MX-2600N
Outstanding 31-40 ppm A3 Color MFP	MX-3100N
Outstanding 41-50 ppm A3 Color MFP	MX-4101N, MX-5001N
Outstanding 21-30 ppm A3 Monochrome MFP	MX-M283N
Outstanding 31-40 ppm A3 Monochrome MFP	MX-M363N
Outstanding 41-50 ppm A3 Monochrome MFP	MX-M453, MX-M503
Outstanding Mid-size Workgroup A4 Color MFP	MX-C311, DX-C311, MX-C401, DX-C401
Outstanding Mid-size Workgroup A4 Monochrome MFP	MX-B401

With the 2009 Line of the Year award, your sales team has the single most valuable tool to help compete effectively. Not only does the award provide the credibility to close new business, it also assures existing customers that they have selected the best product line the industry has to offer. By providing the best combination of products, service and support, you demonstrate your commitment to helping them succeed with all their document solution needs.

To help get the word out and support your sales efforts, we are preparing a number of promotional materials highlighting the Line of the Year award. Enclosed with this mailing is the Sharp press release. In the coming weeks, you can expect the following:

- Bill stuffers
- Posters for your showroom
- Radio ads from Orange Label Advertising



Although Sharp has had a banner year in regard to the number of awards received, the Line of the Year Award is second to none. It is the result of a cooperative effort between our factory, dealers and end users, enabling us to respond to the market's needs with the highest quality performance. We are delighted to share this award with you and look forward to a year of continued accolades!

Yours truly,

A handwritten signature in black ink, appearing to read "Mike Marusic". The signature is fluid and cursive, written over a white background.

Mike Marusic
Vice President, Marketing and Service
Sharp Imaging and Information Company of America

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