

For Immediate Release:

THE CANNATA REPORT NAMES TOSHIBA AMERICA BUSINESS SOLUTIONS "COPIER MANUFACTURER OF THE YEAR"

Irvine, CA (September 17, 2001)

Toshiba America Business Solutions, Inc. (TABS) was recently awarded the prestigious "Copier Manufacturer of the Year Award," based upon a survey of independent office product dealerships nationwide. Presented annually by Marketing Research Consultants of Glastonbury, Connecticut, publishers of a leading office equipment trade journal called The Cannata Report, this award goes to the copier company voted "best to represent" by the nation's office dealers.

According to Frank Cannata, President of MRC, "This award is in recognition of the extra mile that Toshiba goes in support of the office products dealers. Not only does it include the breadth of their product line, but also acknowledges the outstanding marketing and technical support provided to dealers."

Dennis Eversole, President of TABS, attended the 16th annual Dealer Awards Program, held recently in New York City at the Marriott Marquis, and accepted the award on behalf of Toshiba.

"It is an honor for Toshiba to receive such a prestigious award," said Rick Taylor, Senior Vice President Sales, Marketing and Business Operations, TABS. "This demonstrates that our efforts to provide superior training and dealer services such as our award winning Intranet web site, FYI, which enables dealers to access training materials 24 hours per day, seven days a week, are paying off. We look forward to continuing our wonderful relationship with the 300 dealers who sell our products throughout the United States," said Taylor.

He added, that Toshiba invested \$10 million in 2001 in a new advertising campaign featuring print, radio and television ads to build brand awareness for its copier division. "Other manufacturers may be suffering from the economic downturn, but Toshiba is still growing strong and is positioned to become one of the top tier manufacturers in the industry in the next five years. Providing dealers with innovative new products and excellent sales and service training has helped us build a strong relationship with them," Taylor said.

"With our newest e-STUDIO line of multifunction office equipment, Toshiba has raised the bar for technologically advanced office products," said Taylor. The new e-STUDIO models, which range from 16 pages per minute to 80 pages per minute, offer sophisticated document processing with superior image quality, network printing and fax capabilities, as well as advanced finishing functions like sorting, stapling and booklet making.

Cutting edge features like scan to e-mail allow businesses to input documents directly onto their network where they are stored as PDF or TIFF files for file sharing by other PC network users. This helps reduce paper document inventories and reprinting costs. The powerful new line can be upgraded at any time with modular add-on features like: walk-up faxing, network faxing and Internet fax capabilities. The fax features the newest industry standard with a 33.6 Kbps modem that offers Super G3 compression for speedy transmission. An optional second line is also available.

"We look forward to continuing to provide excellent service and support to the independent office equipment dealer and will continue to develop new technology and innovations in our product lines," said Taylor.