

EPSON AMERICA, INC.

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THREE YEARS IN A ROW*****Epson Tops the Charts in Business Solutions Magazine's Annual Survey***

Long Beach, CA, August 1, 2011 – Today [Epson America, Inc.](http://www.epson.com), a leading supplier of value-added point-of-service (POS) solutions, announced that its TM-T88 series, the world's best-selling receipt printer with over 5.5 million units sold worldwide, has been named Best Channel Product for the third year in a row. In *Business Solutions Magazine's Best Channel Products 2011 Survey* published in August 2011, resellers named [Epson's TM-T88V](http://www.epson.com) this year's winner.

Known for its workhorse reliability, Epson's TM-T88V was the first receipt printer to be ENERGY STAR® qualified, and delivers industry-leading energy and paper saving features.

“Resellers are looking for reliable printers that cut overall operating costs and produce a tangible ROI,” said Mike Helm, Director of Sales and Marketing, Epson Business Systems Group. “The TM-T88V offers the lowest power consumption in its class as well as reduced paper usage for receipts up to 30%, which can translate to over \$300 of savings in five years – which covers the cost of the printer.”

From May to June 2011, *Business Solutions Magazine* collected nearly 12,000 votes from 1,490 unique reseller organizations to complete the survey. Resellers ranked Epson's TM-T88V in five categories, including: Richness of Features / Functionality, Product Reliability / Durability, Ease of Integration, Ease of Upgrade and VAR's Ability to Service. Resellers were asked to rate products on a scale of 0 (worst) to 5 (best). Epson's TM-T88V received the highest scores in Product Reliability / Durability (4.49) and Richness of Features / Functionality (4.43).



About Epson America, Inc.

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment, and for the third year in a row is part of the Dow Jones Sustainability World Index – an indicator for leading companies in economic, environmental and social criteria. Epson offers the most comprehensive line of POS printers, as well as the widest selection of ENERGY STAR qualified models available today. For more information on Epson's retail solutions, please visit pos.epson.com.

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