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**FOR IMMEDIATE RELEASE**

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**EPSON ADDS FINANCIAL MARKETS EXPERT  
TO SYSTEM DEVICE GROUP**

**Kettell to Lead Emerging Banking, Payments and Financial Markets Strategy**

**LONG BEACH, CA, September 24, 2007** – Epson, a leading supplier of value-added Point of Sale (POS) solutions, today announced the addition of Thomas R. Kettell, strategic business manager, emerging markets, to the System Device Group. In this newly created position, Kettell will be leading the team responsible for developing and executing Epson’s market strategies in the banking, payments and financial services industries, throughout the U.S. and Canada. Kettell, a veteran in the payments industry, sits on many of the rules and standards committees that govern the financial services industry including the National Automated Clearing House Association (NACHA) Electronic Check Council, The Association for Work Process Improvement (TAWPI) Payment Capture and Clearing Council and the Electronic Check Clearinghouse Organization (ECCHO) Operations committee. He is also a frequent speaker at many industry tradeshow and forums.

Kettell most recently held the position of vice president, marketing and business development at RDM Corp. (TSX: RC), a provider of magnetic ink character recognition (MICR), small document imaging and electronic check payment systems. Prior to that, he held senior-level positions in the payments industry including vice president, marketing with DataCard Corporation and account vice president for MasterCard International’s Automated

Point of Sale Program (MAPP) Division. He received a bachelor of science degree in computer science from St. Johns University in New York City.

“Tom’s solid financial background and strong industry relationships will positively enhance Epson’s efforts to make deep inroads in these key market areas,” said Bud Weist, vice president of Epson sales and marketing.

**About Epson**

Epson offers an extensive array of POS printers, transaction terminals, and network projectors for the retail, hospitality, supermarket and banking markets. Founded in 1975, Epson America 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. Epson America, Inc. is headquartered in Long Beach, California. For more information, please visit [www.pos.epson.com/digital](http://www.pos.epson.com/digital).

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