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**EPSON IS NAMED BEST CHANNEL VENDOR FOR THE FOURTH YEAR IN A ROW IN  
BUSINESS SOLUTIONS MAGAZINE'S ANNUAL SURVEY**

**Long Beach, CA, January 3, 2012** – Today [Epson America, Inc.](http://www.epson.com), a leading supplier of value-added point of sale (POS) solutions, announced that it was named Best Channel Vendor for the fourth year in a row in [Business Solutions Magazine's 4<sup>th</sup> Annual Best Channel Vendors Survey](#) published in the January 2012 issue. From mid-September through early October 2011, Business Solutions Magazine collected 10,833 votes from nearly 4,300 reseller organizations, making it the largest survey of its kind.

As in last year's survey, only the top 5% of vendors in each surveyed technology category were selected for this year's winner list. Resellers named Epson Best Channel Vendor based on feedback obtained from seven categories including Service/Support, Channel Friendly, Channel Program, Product Features, Product Reliability, Product Innovation and Adequate VAR Margins. Channel partners were asked to rate vendors on a scale of 0 (worst) and 5 (best). Epson's top three scores were: Product Reliability - 4.49; Product Features - 4.37 and Product Innovation - 4.27.

“At Epson, supporting the channel is a top priority, so this recognition means a great deal to us,” commented Mike Helm, Director of Sales for Epson's Business Systems Division. “We remain dedicated to helping our resellers cultivate their businesses with innovative, reliable solutions – and we offer depth and breadth of product to ensure success in a number of vertical markets.”

**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. To learn more about Epson America Business Systems Division, please visit: <http://pos.epson.com>. You may also connect with Epson America Business Systems Division on Facebook (<http://tinyurl.com/EpsonFacebook-BizSys>), Twitter ([http://twitter.com/EpsonB2B\\_PR](http://twitter.com/EpsonB2B_PR)) and YouTube (<http://tinyURL.com/EpsonYouTube>).

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