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PR CONTACT:

Angela Diffly

The Stephenz Group

404.221.8895

adiffly@stephenz.com

http://twitter.com/EpsonB2B_PR

<http://tinypurl.com/EpsonYouTube>

**EPSON IS NAMED BEST CHANNEL VENDOR FOR THE THIRD YEAR IN A ROW IN
BUSINESS SOLUTIONS MAGAZINE**



Long Beach, CA, January 5, 2011 – Today [Epson America, Inc.](http://www.epson.com), a leading supplier of value-added point-of-service solutions, announced that it was named Best Channel Vendor for the third year in a row in [Business Solutions Magazine's 3rd Annual Best Channel Vendors Survey](#) published in the January 2011 issue. From mid-September through early October 2010, Business Solutions Magazine collected 11,504 votes from 2,437 unique reseller organizations, making it the largest survey of its kind.

This year's winners list was more exclusive, as only the top 5% of vendors in each surveyed technology category were selected, as opposed to the top 15% as in previous years. 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 - 4.73; Product Features - 4.46 and Product Innovation - 4.24.

"Epson continues to improve upon the quality, features and functionality of its products every year," said Mike Helm, Director of Sales and Marketing, Epson System Business Systems Group. "We offer resellers the most energy efficient solutions, as well as industry-leading reliability. We are proud of our dedication to the channel, and we place priority on bringing the highest quality products and solutions to our partners."

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 single-station thermal 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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