

EPSON AMERICA, INC.3840 Kilroy Airport Way
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Long Beach, CA 90809-9941**FOR IMMEDIATE RELEASE****PR CONTACT:****Angela Diffly****The Stephenz Group****404.221.8895****adiffly@stephenz.com****http://twitter.com/EpsonB2B_PR****<http://tinyurl.com/EpsonYouTube>****EPSON WINS GOLD AWARD OF EXCELLENCE AT RSPA'S RetailNOW 2011
*Dealers Award Epson Highest Honor in Hardware Technology Second Year in a Row***

Long Beach, CA, August 2, 2011 – Today [Epson America, Inc.](#), a leading supplier of value-added Point of Sale (POS) solutions, announced it received the Gold Award of Excellence in the hardware technology category during [RetailNOW 2011](#) in Orlando. Presented during the [Retail Solutions Providers Association \(RSPA\)](#) Awards Banquet on Tuesday, July 26th, the Awards of Excellence have been in existence for over thirty years, and are the only awards in the retail technology industry where dealers vote for their favorite vendors.

"We are honored to take home the gold award again this year," said Jeff Burroughs, National Channel Sales Manager, Epson America System Device Group. "We greatly appreciate the dedication of every dealer who sells and supports Epson, and we are proud to be a long-standing RSPA member and certified vendor." The RSPA Certification Program identifies companies in the retail technology industry who provide exceptional levels of competence and performance in a professional manner.

The RetailNOW 2011 show boasted a record high attendance of nearly 1,500, up more than 10% from last year's record-setting attendance. RetailNOW is the retail technology industry's largest cross-vertical show, including leading vendors and distributors in grocery, food service, convenience and retail verticals.

About RSPA

(www.GoRSPA.org) The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, certification, industry advocacy, benefits and information that assist members with becoming and remaining successful.

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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