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Epson Joins U.S. EPA SmartWay Transport® Partnership

LONG BEACH, Calif. – October 21, 2009 – Epson America Inc. today announced that it joined the SmartWaySM Transport® Partnership, an innovative collaboration between U.S. Environmental Protection Agency (EPA) and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

Epson will contribute to the Partnership's goal to reduce 33 to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012 by improving the environmental performance of the company's freight operations. Carbon dioxide is the most common greenhouse gas, and nitrogen oxide is an air pollutant that contributes to smog. By joining SmartWay Transport Partnership, Epson demonstrates its strong environmental leadership and corporate responsibility.

"Epson is constantly striving to enhance and sustain the environment in every way possible," said Ron Mateas, manager, Environmental Programs, Epson America. "This latest partnership with SmartWay Transport is another stride in that direction. Seiko Epson Corporation provides real-time status on current initiatives being led by Epson subsidiaries around the world through a [Global Environmental Portal](#). A major element of our "Environmental Vision 2050," a commitment to addressing global warming, is the goal of reducing CO₂ emissions by 90 percent across the lifecycle of all products and services by the year 2050. Our partnership with SmartWay will help accomplish this goal."

Launched in February 2004, the SmartWay Transport Partnership aims to achieve fuel savings of up to 150 million barrels of fuel per year. The Partnership brings together major freight shippers, trucking companies, railroads, logistics companies and trade/professional associations to pursue mutually beneficial efficiencies that result in emissions reductions and other environmental improvements, as well as cost savings to the companies. The Partnership currently has over 1,800 Partners. For information about the SmartWay Transport Partnership visit <http://epa.gov/smartway/>.

For current updates on environmental initiatives led by Seiko Epson Corporation global subsidiaries, visit the [Epson Corporate Global Environmental Portal](#).

About Epson America Inc.

Epson America, Inc. is the U.S. affiliate of Seiko Epson Corporation and a leading provider of digital imaging products that exceed the vision of its customers. The company's extensive range of printers, scanners and 3LCD projectors are renowned for their high quality, functionality, compactness, and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment and for the second year in a row is part of the Dow Jones Sustainability World Index, an indicator for leading companies in economic, environmental and social criteria.

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