

PRESS RELEASE

The RICOH logo is displayed in a bold, red, sans-serif font.The CREO logo is in a blue, lowercase, sans-serif font, with 'COLOR SERVERS' in a smaller, blue, uppercase, sans-serif font below it.

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RICOH AND KODAK INTRODUCE NEW CREO COLOR SERVER FOR THE RICOH PRO C900

C-80 Print Controller Powered by CREO Color Server Technology is now available.

West Caldwell, NJ, February 25, 2010 – [Ricoh Americas Corporation](http://www.ricoh-usa.com), in conjunction with Kodak's Print On-Demand Solutions Group, announced today the full availability of the new C-80 Print Controller, a CREO Color Server for the powerful Ricoh PRO C900 color production system. Meeting the needs of print service providers in the commercial print, print-for-pay and in-plant markets, the advanced C-80 Print Controller enables Ricoh users to increase the productivity of their systems. Powered by CREO Color Server Technology, the new C-80 Print Controller also provides users superior output options ensuring the creation of high-quality, professional documents.

With the introduction of the C-80 Print Controller, Ricoh print production customers can choose CREO Color Server Technology for workflows with open connectivity using JDF standards. The built-in JDF capabilities allow the C-80 Print Controller to seamlessly connect into industry-leading commercial print workflows, including KODAK PRINERGY Workflow and AGFA:APOGEE, as well as other solutions in the web-to-print, digital workflow management, MIS and other print production steps. As a result, users see full integration of offset and digital

printing operations, faster turnaround times and reduced labor costs. Urgent jobs and proofs, for example, can be easily re-routed from offset, to a digital workflow.

“Ricoh is thrilled to partner with Kodak’s Print On-Demand Solutions Group. The CREO Color Server gives our customers another option to add a very powerful color server to the front-end of the Ricoh Pro C900. This solution is an ideal product catered to production customers,” said Carl Joachim, Vice President of Marketing for PPBG, Ricoh Americas Corporation. “Our evolving collaboration allows us to bring key workflow solutions to market for a range of digital production printers and presses.”

The new controller is just one innovative solution Ricoh’s partnership with Kodak’s Print On-Demand Solutions Group is able to provide. Ricoh customers will be able to harness the power of CREO Color Servers through the C-80 Print Controller. The CREO Color Server technology gives customers the ability to process even the most complex color jobs at high speeds. Its powerful built-in variable data print (VDP) capabilities make it easy for customers to profit from the fast-growing VDP market. With the CREO Color Server Ricoh users will have access to highly flexible tools that improve performance and make last-minute corrections quickly and easily. Additionally, the intuitive color controller helps ensure that users consistently produce high-quality color output through professional color management and color matching tools.

“We’re very happy to collaborate with Ricoh on developing a solution specifically for Ricoh Pro C900 users. Our experience in Graphic Arts and commercial printing market help Ricoh to meet commercial printers needs and offer their customers end-to-end services,” said Hezy Rotman, general manager, Kodak’s Print On-Demand Solutions Group. “We see this strategic partnership with Ricoh as further acknowledgment of CREO Color Server leadership in high performance digital print workflows.”

About Kodak’s Print On-Demand Solutions Group

Kodak’s Print On-Demand Solutions Group develops high-performance CREO Color Servers and workflow solutions for a wide range of digital production printers and presses. CREO Color

Servers offer the digital printing industry leading workflow connectivity solutions. They utilize intelligent, JDF-enabled automation of all print-production steps to help drive business performance and profit.

This independent unit of Eastman Kodak Company continues to unlock the power of print on-demand to maximize customers' success in digital printing and workflow solutions.

For more information about CREO Color Servers, visit www.creoservers.com.

About Ricoh's Production Printing Business Group

The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of the \$20 billion Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at www.ricoh-usa.com.

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