



RICOH AMERICAS CORPORATION
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February 3, 2009

Dear Savin Dealer:

Due to the recent significant weakening of the US dollar versus the Yen, like many other overseas manufactures we are taking the necessary steps to raise the price of **some** of our Products, Parts and Supplies.

For Products, Accessories and Supplies, the details are as follows:

There will be **5%** price increase to **LDP & SRP** on the following:

- B&W office copier based mainframes and accessories
- Fax mainframes, accessories and supplies
- Printer supplies
- Mid-Range Digital Duplicator mainframes and accessories
- Wide Format mainframes

There will be a **3.5%** price increase to **LDP & SRP** on the following:

- Production B&W "Pro" mainframes and accessories

This price increase to **LDP** will **not** affect the following:

- Color mainframes (**SRP** on Color mainframes and accessories will be raised 5%)
- All Printer mainframes (Color or B&W)
- All MFP Supplies
- Low & High end Digital Duplicators

As you can see, this increase only impacts specific models and supplies. To continue to be the industry leader in color products and solutions we are not currently increasing price to you on any color MFPs or Printers at this time. Please see the new price list for all details.

For **Parts** the following changes will also take effect (please see the Parts & Shipping Announcement for details):

- There will be a **8.8%** price increase to approximately 1200 **non-consumable parts**
- There will also be several significant freight **discounts** that will take effect March 2, 2009
- Preventative maintenance parts and developer are **not** included in this increase

Please see the Parts announcement for the actual freight discounts and details for the parts affected.

DMAP Pricing changes will be communicated separately at a later date.

We have enclosed our new price list for your review. This price increase goes into effect on March 2, 2009. Any orders **shipped** between now and March 2, 2009 will be honored at the current Prices.

We wish to thank you for your continued trust and partnership and if you have any questions regarding

this price increase please feel free to contact myself, your Regional Vice President or Dealer Sales Manager at any time.

Sincerely,

Kiyo Shimizu

A handwritten signature in black ink, appearing to read "K. Shimizu", with a long horizontal flourish extending to the right.

Senior Vice President, Dealer Division
Ricoh Americas Corporation