



SHARP WINS SEVEN BERTL'S BEST OF 2006 AWARDS

New line of color multifunctional copier and printing products recognized for exceptional workplace color quality

MAHWAH, NJ, June 28, 2006 -- Sharp Document Solutions Company of America (SDSCA) won BERTL's BEST 2006 Awards across its new line of color MFP (multifunctional peripheral) and printer products for producing the best-in-office color for workgroup business environments. Sharp's MFPs were also recognized for innovation regarding the user control system, and the company has extended its leadership in security with an award for the "Most Secure MFP Range." BERTL acknowledged Sharp's superior performance with seven awards:

- BERTL's BEST "30 to 39 ppm Office Color MFP" – MX-4501N Color MFP
- BERTL's BEST "30 to 39 ppm Office Color MFP" – MX-3501N Color MFP
- BERTL's BEST "20 to 29 ppm Office Color MFP" – MX-2700N Color MFP
- BERTL's BEST "20 to 29 ppm Office Color MFP" – MX-2300N Color MFP
- BERTL's BEST "Entry Level Production Color Printer" – AR-C360P Color Printer
- BERTL's BEST "Innovation Award" – Customized User Control System on MFP Web Server
- BERTL's BEST "Most Secure MFP Range" – Sharp

"We are excited that BERTL has recognized our new MX Series with a clean sweep of the awards for every new MX product. This validates our belief that Sharp offers the strongest business color line in the industry," said Mike Marusic, vice president, marketing, SDSCA. "We are especially pleased for the recognition of the technology Sharp is bringing to the market with our industry leading security suite as well as next generation OSA capabilities."

In addition to the best-in-office color accolades, the new MFPs were recognized with the BERTL's BEST Innovation Award for Sharp's commitment to focus on the user experience with the design of the new user control system. The customized walk-up experience is built around a Web server application, with a built-in ability for administrators to create multiple profile groups for various functions and control elements on the device.

"Not only has Sharp proven to be a strong contender in the color industry with new color offerings that combine an advanced feature set with Sharp's new Open Systems Architecture (OSA) platform, but the company continues to be a leader in security, which is why we have awarded Sharp with the most secure MFP range for a third consecutive year," said Margie Davis, managing director, BERTL. "With Sharp's Imager MFP series, customers can rest assured that Sharp is taking high technology security seriously with new features such as encrypted PDF and EAL level 4 on some of the MFP products."

BERTL recognizes the best devices and software in the digital imaging marketplace with BERTL's Best awards. Winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the worldwide marketplace. The awards honor digital imaging and document management solutions for business offices of all sizes and vertical sectors. Products are judged primarily on feature set, functionality, performance, and overall

business process value.

Sharp's entire line of MX-Series products offer cost-effective color as well as advanced functionality. The models that received BERTL awards are the first four of eight new MX series MFPs that feature the Sharp Open Systems Architecture (Sharp OSA) development platform for seamless integration with network applications. Sharp OSA opens the door to a broad array of value-added functionality and flexibility, all designed to deliver the power of customization to the customer. Sharp OSA leverages the inherent interoperability of Web services design to enable Sharp, its dealer network and ISV partners to better meet customer needs.

The AR-C360P Digital IMAGER combines commercial print shop quality performance with consistency and accuracy for color-intensive applications. Developed for efficient color printing, the AR-C360P produces full-color output at 36 PPM and black and white output at 40 PPM, while offering multiple finishing options and advanced network connectivity.

For more information about the complete line of Sharp document solution products, contact Sharp Document Solutions Company of America, Sharp Plaza, Mahwah, N.J. 07430, or call 800-BE-SHARP.

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