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Ricoh Company, Ltd.  
DirectSmile GmbH

## RICOH AND DIRECTSMILE SIGN WORLD WIDE STRATEGIC ALLIANCE AGREEMENT

Birmingham, UK, 18 May, 2010 - Ricoh Company, Ltd., a global leader in digital office and production printing solutions, and DirectSmile GmbH, a leading supplier of software for variable data printing and cross-media marketing, today announced that they have agreed to enter into a Worldwide Strategic Alliance. Ricoh has chosen DirectSmile in order to further strengthen its capabilities in output solutions, particularly production printing, and will be re-selling DirectSmile products and co-marketing in the production printing business area.

As part of the alliance, Ricoh will first launch DirectSmile variable data printing software with image personalization in Europe for use with the RICOH Pro series of production printers. This solution enables users to easily create eye-catching personalized documentation such as post cards, birthday cards, direct mails and calendars. It will also allow Ricoh's customers to easily automate many complex tasks found in personalized, targeted communications and therefore improve their productivity and turnaround times.



Image personalization print sample

Simon Tapley, Workflow Solutions Manager, Ricoh Europe, says: “We are delighted to announce this alliance with DirectSmile, the leading supplier of Image Personalization software. This powerful solution further extends Ricoh’s portfolio of workflow solutions in support of the Ricoh Pro series of digital production printers.

Award winning DirectSmile software is a profitable addition to Ricoh’s powerful Pro series of products. It leverages the advantages of digital printing and provides not only image personalization but also a full variable data printing solution including imposition. Other DirectSmile products cover cross-media and e-commerce applications.

DirectSmile software will be demonstrated at Ipex 2010, 18<sup>th</sup> – 25<sup>th</sup> May, on the Ricoh stand (Hall:12,Stand:D130) and the DirectSmile stand (Hall:12,Stand:B110) at the NEC, Birmingham,UK.

#### < About DirectSmile >

DirectSmile is the inventor of image personalization and one of the leading suppliers of software for variable data printing and cross-media marketing. Award-winning DirectSmile solutions allow users to implement sophisticated personalization tasks with ease, efficiency and smooth workflows, and leverage the power of one-to-one-communications across all media.

DirectSmile solutions are designed for true mass-personalization, allowing million-volume database-driven communication both in print and digital media with the ability to track detailed campaign feedback.

#### < About Ricoh >

A global leader in digital office solutions, RICOH (<http://www.ricoh.com>) creates new value at the interface of people and information, offering a broad range of digital, networked products, including MFPs, printers, fax machines, semiconductor related products and digital cameras. With 108,500 employees worldwide, and \$21 billion in revenue, RICOH is also one of the world’s leading environmentalist companies, committed to sustainable business everywhere.

Ricoh Europe Holdings Plc is a public limited company and the EMEA headquarters of Ricoh Company with operations located in London in the United Kingdom and Amstelveen in the Netherlands. The EMEA operations comprise over 35 sales subsidiaries and affiliates.