

TV commercials

Ricoh television commercials have been aired over 5,000 times in the Americas, mainly during Major League Baseball games.

● Stan and Jerry Series



<Theme>

"Ricoh dependability moves your ideas forward."

Highly reliable Ricoh products help create your ideas.

<Motif>

Two animated Ricoh users are featured in a typical office setting. The overall tone is cynical, but imparts a modernistic appeal that eliminates everything irrelevant. Created is a unique and classic atmosphere in form of a lithographic illustration.

<Aims>

Jerry comically talks about Ricoh products and services. Stan interrupts, emphasizing that highly reliable Ricoh products create new ideas in the office.

■ Broadcast period: April-September 2006

Broadcast media:

The commercial was aired over 5,000 times during major league baseball games via 14 channels including FOX Sports, YES Network (New York Yankees cable channel), and Sports Net New York (New York Mets cable channel).

Print media:

IT magazines such as Computer Reseller News (CRN), InfoWorld, etc.

Newspaper and magazine advertising

Some Ricoh ads that highlight Ricoh's product lineup and diverse activities in the area of IT and the environment.



The Americas



Europe



Japan

Facilities and events sponsored

Ricoh Women's British Open

Ricoh is sponsoring the "Women's British Open," one of the four major ladies' golf tournaments in the world.

The tournament takes place in August 2007. This is the first time a woman's golf tournament is being held at St. Andrew's, known as the "Home of Golf."



Ricoh Arena (U.K.)

Ricoh Arena, the home stadium of the English Premier League's Coventry Football Club, opened its doors in August 2005. Featuring meeting rooms, exhibition hall and hotel, this facility is steadily growing into a British landmark.



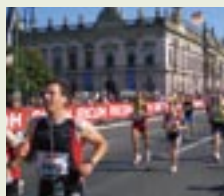
World Cup Ski Jump Tournaments

Since 1994, Ricoh has been the official sponsor of the FIS World Cup Ski Jump tournament, an event with an 80-year history.



Berlin Marathon

Ricoh Europe B.V. co-sponsored the Berlin Marathon in September 2006, with Ricoh banners flying along the course.



ATP Tournaments

Ricoh has been an official sponsor of events of the ATP (Association of Tennis Professionals), which holds 64 tournaments in 30 countries, since 2005.

