

Ricoh signs commercial endorsement contract with Paula Creamer, top international female professional golfer

Tokyo, September 26, 2008--Ricoh Co., Ltd. (Shiro Kondo, President and CEO) has entered into a commercial endorsement contract with Paula Creamer, a top female professional golfer from the United States. Ricoh will produce and actively use advertisements and novelty goods featuring Paula Creamer. Ricoh will carry out these marketing activities to further strengthen its customer relationships.

Paula Creamer, 22, started playing golf at the age of 10 and turned pro in 2005 at 18 years of age after winning 19 amateur titles. In 2005, one week before her high school graduation, Paula became the youngest player ever to win an LPGA Tour event. In the same year, she became the youngest and fastest golfer in the history of women's golf to earn more than one million dollars. Since then she has become the fastest to earn 2M, 3M, 4M, and 5M US dollars as well.

Among female professional golfers, Paula Creamer is ranked among the top players, as well as third on the LPGA Money List for 2008.

In recent years, Ricoh has sponsored the Ricoh Women's British Open, one of the world's four major women's golf tournaments. Ricoh has also been the special sponsor for the Japan LPGA Tour Championship Ricoh Cup, one of the four majors in Japan. With its new partnership with Paula Creamer, who is expected to further her international achievements, Ricoh looks forward to promoting the player through LPGA sponsorships while enhancing its own brand value.

Paula Creamer's Profile

Home: California, United States
Height: 175 cm (5'9")
Professional Career: Began 2005

Paula Creamer's Performance in 2008

Fields Open	First
HSBC Women's Champions	Third
Stanford International Pro-Am	Second
SemGroup Championship	First
McDonald's LPGA Championship	10th (Tie)

Wegmans LPGA	10th (Tie)
U.S. Women's Open	Sixth (Tie)
Jamie Farr Owens Corning Classic	First
Evian Masters	Ninth (Tie)
Ricoh Women's British Open	Ninth (Tie)
CN Canadian Women's Open	Eighth (Tie)
Safeway Classic	Sixth (Tie)

About Ricoh

A global leader in digital office solutions, Ricoh (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 83,400 employees worldwide, and \$22 billion in revenue, Ricoh is also one of the world's leading environmentalist companies, committed to sustainable business everywhere.



Paula Creamer

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