

**RICOH Selected for 2010 "WORLD'S MOST ETHICAL COMPANIES"
for the Second Year in a Row**

Award Recognizes Real and Sustained Ethical Leadership Within Various Industries

Tokyo, March 29, 2010 – Ricoh Company, Ltd. announced today it has been named one of the 2010 World's Most Ethical Companies by the Ethisphere Institute. This is the second year in a row that the company is thus honored for going beyond legal minimums, introducing innovative ideas to benefit the public and forcing its competitors to follow suit by consistently upping the ante for what it takes to be an ethical leader.

"Our leadership is dedicated to communicating the importance of ethics as a critical part of running a business," said Mariko Azuma, General Manager, CSR Office, and we strive to ensure all of our employees maintain the high standards we have set for ourselves. This repeated honor validates our commitment to promoting a solid ethical environment within our corporation."

"The competition for the World's Most Ethical Companies was the strongest it has ever been, with a record number of organizations vying for this distinguished honor," said Alex Brigham, Executive Director of the Ethisphere Institute. "This year's group recognizes the important role ethics play in brand reputation, which ultimately is the most valuable asset for a corporation. There is a strong correlation between a company's ethics program and its performance, with ethical companies outperforming the market both in terms of upside performance as well as in avoidance of catastrophic investor loss. This proves that having a commitment to ethics is a competitive advantage and is imperative to business."

As part of the methodology for this year's WME ranking, every company was then given an EQ score based on the results of the survey and measured against seven distinct categories. These categories were Corporate Citizenship and Responsibility; Corporate Governance; Innovation that Contributes to the Public Well Being; Industry leadership; Executive Leadership and Tone from the Top; Legal, Regulatory and Reputation Track Record; and Internal Systems and Ethics/Compliance Program.

To view the complete list of the 2010 World's Most Ethical Companies, please visit <http://ethisphere.com/wme2010/>.

About Ethisphere Institute

The research-based Ethisphere Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. The Institute's associated membership group, the Ethisphere Council, is a forum for business ethics that includes more than 200 leading corporations, universities and institutions. The Ethisphere Council is dedicated to the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.org>.

March 29, 2010

Ricoh Company, Ltd.