

## Ricoh Acquires PTI Marketing Technologies, Helping Customers to Expand into Marketing Services

*Acquisition Empowers Customers to Capitalize on the Benefits of Vertical Multichannel Marketing, Asset Management and Web-to-Print Solutions*

**TOKYO and SOLANA BEACH, Calif., December 9, 2014** — Ricoh today announced that it has acquired PTI® Marketing Technologies™, a premiere SaaS (software-as-a-service) marketing asset management and marketing solutions provider. The multi-million dollar acquisition ensures that Ricoh and PTI will continue to develop new marketing collateral management tools that help enterprises and commercial printers improve control of their marketing assets and workflow.

The acquisition illustrates Ricoh's value to customers by providing a complete set of offerings to build, print, and manage marketing assets. It also further highlights Ricoh's broader commitment to customers by providing unmatched services and solutions they need in order to succeed. The PTI acquisition follows Ricoh's [investment](#) in PTI in August 2012 and its 2013 [strategic investment](#) in Avanti Computer Systems Limited, which complements Ricoh's portfolio by enabling customers to streamline operations to help improve their bottom line with Avanti's [award-winning print MIS](#) (management information system).

"Through our acquisition of this leading innovator in the marketing technology space, we can satisfy the growing customer demand for improved workflow and marketing asset management to further grow the value Ricoh brings to our global customers, particularly commercial printers and corporate print centers," said Ted Takahashi, Senior Vice President, Production Print Global Marketing Center, Ricoh Company Ltd. "It's also mutually beneficial to our customers: it will further enable Ricoh customers to leverage PTI's innovative platform and comprehensive marketing asset management technology, while offering PTI customers more seamless access to the broad Ricoh hardware, software and services portfolio. It's a win-win-win."

Under the continued leadership of Coleman Kane, President and CEO of PTI, the team will fully leverage Ricoh to bring new technologies, software and services to market, enabling companies to drive relevant, multichannel marketing campaigns at the global, regional and local

levels. PTI will continue to operate under its current name, management team and structure, at its Solana Beach, Calif. headquarters and Chicago office.

"We have worked closely with the Ricoh team around the world for many years, and this acquisition is the ultimate step in this great collaboration," said Kane. "I am confident that customers of all sizes and the many industries we serve will continue to see benefits from this successful relationship."

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### | About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2014, Ricoh Group had worldwide sales of 2,195 billion yen based on the IFRS accounting standard (approx. 21.3 billion USD).

The majority of the company's revenue *comes* from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit [www.ricoh.com/about/](http://www.ricoh.com/about/)

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