

TOSHIBA AMERICA BUSINESS SOLUTIONS INC. RANKED BEST FOR "OVERALL SUPPORT" IN OFFICE PRODUCTS ANALYST'S ANNUAL RELIABILITY STUDY

Nine Toshiba e-STUDIO™ MFPs Also Earned OPA Rankings in "Recommended Purchase" and "Most Reliable" Categories

IRVINE , California (Oct 30, 2007) :

Toshiba America Business Solutions Inc. (TABS) is proud to announce that it achieved the highest "Overall Support" rating in the "Annual Multifunctional Reliability Study" conducted by The Office Products Analyst (OPA), published by Industry Analysts Inc. Toshiba won "Best in Overall Support" with a cumulative rating of 8.57 out of 10, outranking seven other primary brands. Eight Toshiba multifunction products (MFPs) also earned spots on OPA's "Recommended Purchase List" and a ninth MFP was rated "Most Reliable" in its product category.

"Anyone in the market for a reliable MFP should strongly consider Toshiba products as the company continually has proven itself throughout the years that OPA has conducted the annual study on MFP reliability," said Andy Slawetsky, president, Industry Analysts. "We congratulate Toshiba for its outstanding performance and another fine showing in this year's study."

The OPA "Annual Multifunctional Reliability Study" represents opinions from 152 dealer service managers, encompassing 46,514 monochrome MFPs. Participants rated devices in a variety of categories on a scale of 1-10, lowest to highest respectively. Toshiba ranked best in 14 of 39 performance categories within the four primary categories of Products, Service Support, Product Reliability and Inventory.

Eight e-STUDIO™ MFPs earned spots on OPA's "Recommended Purchase List" including: e-STUDIO202L (8.7), e-STUDIO232 (8.6), e-STUDIO282 (8.6), e-STUDIO352 (8.8), e-STUDIO452 (8.6), e-STUDIO650 (8.8), e-STUDIO720 (9.0) and e-STUDIO850 (8.8). The e-STUDIO120 also rated "Most Reliable" in the under 15 pages-per-minute (PPM) speed category, averaging "an impressive 28,625 pages between service calls."

"The OPA 'Annual Multifunctional Reliability Study' is an important benchmark in our industry as it is compiled based on critical technician feedback," said Kay Fernandez, director, Products and Solutions Marketing, TABS. "We strive to develop products and solutions that incorporate leading edge technology while offering superior quality and reliability."

About Industry Analysts Inc.

Industry Analysts Inc. (IA Inc.) is a market research and product testing firm specializing in the imaging industry. Founded in 1974, IA Inc. provides "real-world" third-party testing and evaluations, market research and focus groups, from offices in Rochester, N.Y. and Fairfield, N.J.

The Office Products Analyst (OPA) is one of the longest running imaging-industry publications. Published by market research and consulting firm, Industry Analysts Inc., OPA conducts thousands of end-user and office equipment dealer surveys each year.

About Toshiba America Business Solutions Inc.

Toshiba America Business Solutions Inc. (TABS) manages product planning, marketing, sales, service support and distribution of copiers, facsimiles, multifunction printing products, network controllers and toner products throughout the United States, Mexico, Brazil, Latin America and the Caribbean. Headquartered in Irvine, Calif., TABS has four divisions: the Electronic Imaging Division; the Toner Products Division; the Document Solutions Engineering Division; and TOPAC U.S.A., Inc., dba Toshiba Business Solutions (TBS), a wholly-owned subsidiary corporation of TABS, that operates a network of wholly owned office equipment dealers throughout the United States.

Named the most favored manufacturer eight times by the Business Technology Association (BTA), Toshiba's entire product line, customer support and marketing distribution policies are markers for the industry. Among the many other awards garnered in recent years, Toshiba was named the

"Manufacturer of the Year" seven times by Marketing Research Consultants (MRC), and has twice been named to the CIO 100 for being among the top 100 "bold" (2005) and "agile" (2004) companies in the world.

TABS is an independent operating company of Toshiba Corporation, the seventh largest electronics/electrical equipment company and the world's 91st largest company in terms of sales. Ranked by Fortune magazine as the 10th Most Admired Electronics Company in the World, Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide. Fiscal year revenue in 2006 was approximately \$60 billion.

For more information on Toshiba copier, facsimile, multifunction printing products, network controllers or toner products, or for a dealer in your area, call (800)-GO-TOSHIBA or visit the TABS Web site at www.copiers.toshiba.com.