



CANON U.S.A., INC.

PRINT THIS PRESS RELEASE**CANON U.S.A. HONORED AS ONE OF THE BEST CHANNEL VENDORS BY BUSINESS SOLUTIONS MAGAZINE**

Company Ranks in the Top Percentile Among Surveyed VAR Subscribers For The Second Straight Year

Lake Success, N.Y., January 20, 2010 – For the second consecutive year, Canon U.S.A., Inc., a leader in digital imaging and advanced office solutions, has been selected by *Business Solutions Magazine (BSM)* as one of the best channel vendors for the upcoming year. Working with Penn State University, BSM conducted a Web-based survey of their Value-Added-Reseller (VAR) subscribers to rate and rank their vendor partners in the following categories: Service/Support, Channel Friendly, Channel Program, Product Features, Product Reliability, Product Innovation, and Adequate VAR Margins.

"To be honored by BSM as one of the Best Channel Vendors for the second year in a row is a testament to Canon's commitment and dedication of meeting the diversified needs of our channel partners by providing them with the best in office solutions, services and support," said Jim Rosetta, vice president and general manager, Imaging Systems Group, Canon U.S.A., Inc. "We are very proud to receive this prestigious accolade and we look forward to continuing our tradition in excellence into 2010."

During the nearly month-long survey, more than 12,000 votes were cast, resulting in one of the largest and most detailed surveys of its kind. Scores were calculated by BSM editorial staff and Penn State University, with overall vendor scores determined by adding the cumulative scores of the seven categories and dividing that score by the number of VAR subscribers who rated them. Vendors were broken down into a variety of technology categories for the survey and those who received too few votes were excluded from consideration. VAR subscribers rated its vendor partners in a scale of 0 (worst) to 5 (best) in seven different categories. This year's results show Canon received higher ratings in every category compared to last year.

Canon works closely with the value-added-reseller channel to provide a wide variety of its imageFORMULA document scanners, network scanners, and check transports, as well as imagePROGRAF large format printers and imageCLASS multifunctional printers.

About Business Solutions Magazine

Business Solutions Magazine inspires executives of IT channel companies (VARs, integrators, and solution providers) to grow their businesses by teaching them how to sell new IT products and services, penetrate thriving vertical markets, and integrate complementary technologies. *Business Solutions Magazine* delivers its insight through channel success stories and advice from industry analysts, vendors, and our expert technology editors.

About Canon U.S.A., Inc.

Canon U.S.A., Inc. is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked third overall in the U.S. in 2008†, with global revenues of US \$45 billion, is listed as number four in the computer industry on *Fortune Magazine's* World's Most Admired Companies 2009 list, and is on the 2009 BusinessWeek list of "100 Best Global Brands." Canon is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all products. At Canon, we care because caring is essential to living together in harmony. Founded upon a corporate philosophy of *Kyosei* – "all people, regardless of race, religion or culture, harmoniously living and working together into the future" – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives. Additional information about these programs can be found at www.usa.canon.com/kyosei. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/rss.

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† Based on weekly patent counts issued by United States Patent and Trademark Office

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