

FUJI XEROX PRINTERS APPOINTS NEW DISTRIBUTOR FOR CONSUMABLES

Sydney – AUSTRALIA – 1 September 2010 – Fuji Xerox Printers today announced the appointment of Dynamic Supplies as its new distributor for consumables in Australia.

A specialist in the distribution of IT consumables, Dynamic Supplies will distribute consumables for Fuji Xerox printers to Dynamic Supplies' office products and stationery supplies resellers.

David Borg, General Manager of Fuji Xerox Printers, Australia and New Zealand said, "Fuji Xerox Printers has seen a strong demand for consumables coming through its office and stationery suppliers channel and our appointment of Dynamic Supplies will further strengthen our market share in this segment."

"Dynamic Supplies has built an excellent reputation in the industry for having strong relationships with their resellers. Many of the resellers we have spoken to in the market speak very highly of Dynamic Supplies and Fuji Xerox Printers is delighted to build our relationship with a winning partner that is highly respected in the industry."

Scott McLennan, Managing Director of Dynamic Supplies said, "We are pleased to be appointed by Fuji Xerox Printers to be their distribution partner in Australia. This partnership will open up the availability of consumables for Fuji Xerox printers to a wider market of over 3,000 resellers and suppliers around Australia. By having Fuji Xerox as our partner, our resellers will be able to benefit from the continuity of supply and local support that they will be able to provide."

Dynamic Supplies' resellers are eligible to participate in the Channel 1st partner program. The Channel 1st partner program provides rebates, training and online tools to resellers who advocate the use of a complete Fuji Xerox printing system including the use of genuine branded ink and consumables.

For further information, on Channel 1st program visit

www.fujixeroxprinters.com.au/resellers

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About Fuji Xerox

Fuji Xerox Co., Ltd. is a 75-25 joint venture between FUJIFILM Holdings Corporation and Xerox Corporation (U.S.A.) that develops world-class office and publishing equipment/systems, digital colour/monochrome multifunction devices, as well as document management software, solutions and services in Japan and the Asia-Pacific region. It is also a world leader in printing and finishing solutions and offers a comprehensive range of colour and black and white printers, available through an extensive reseller channel and retail network. Fuji Xerox's focus on research and development has led to many breakthroughs and a large number of patents, making it a global leader in technology, which adds greater value and boosts its customers' productivity and efficiency.

Founded in 1962 with a headquarter in Tokyo, Japan, the Company employs approximately 40,000 people globally, and has more than 70 domestic and overseas affiliates and sales subsidiaries. Fuji Xerox's consolidated revenues topped one trillion yen in fiscal 2003 for the first time.

For information on Fuji Xerox, simply call 1300 793 769 or visit www.fujixeroxprinters.com.au

About Dynamic Supplies

Established in 1994 and 100% Australian owned and operated, Dynamic Supplies is one of Australia's most successful IT distribution companies, distributing a comprehensive range of printer consumables and hardware from the world's leading manufacturers.

The team comprises over 150 qualified staff with strong industry experience based in state-of-the-art distribution facilities in Brisbane, Sydney, Melbourne, Perth and has recently opened an Adelaide branch. With an exemplary reputation for service and support, total customer satisfaction has always been and will always remain a core focus.