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**FUJI XEROX RANKED HIGHEST IN J.D. POWER ASIA PACIFIC
COLOR COPIER AND COLOR PRINTER CUSTOMER SATISFACTION STUDIES
FOR THREE CONSECUTIVE YEARS**

HIGH EVALUATIONS FOR BOTH PRODUCTS AND DEALERS' SALES RESPONSE

TOKYO, August 27, 2012—Fuji Xerox Co., Ltd. was ranked highest for three consecutive years both in the 2012 Japan Color Copier Customer Satisfaction Index StudySM and the 2012 Japan Color Printer Customer Satisfaction Index StudySM, which were released on August 8 by J.D. Power Asia Pacific, Inc., a global marketing information service company.

As for the color copier study, Fuji Xerox received the highest scores in two evaluation factors; products and dealers' sales response, while it earned the highest scores in three factors for the color printer study; products, costs and dealers' sales response.

In the study results, J.D. Power Asia Pacific reported that they would expect the business expansion by proactive approaches and proposals to customers. Fuji Xerox is aiming to provide quality solutions and services that meet customers' management challenges including enhancement of their business efficiency and information security, while providing products and customer support worthy of the evaluation.

J.D. Power Asia Pacific conducted this year's studies in May, targeting business entities in Japan with 30 or more employees. It received 6,162 responses for the color copier study and 2,400 for the color printer study.

For details, please refer to the J.D. Power Asia Pacific official site:

<http://www.jdpower.co.jp/> (Japanese only)

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