



FOR IMMEDIATE RELEASE

**SHARP WINS 2007 “PRODUCT LINE OF THE YEAR” AWARD
FROM BUYERS LABORATORY INC.**

- Takes “Pick of the Year” in Outstanding and High-Speed Segments 5 and 6 -

Mississauga, ON (January 18, 2008) – Sharp Electronics of Canada Ltd.’s (SECL) multifunctional peripheral (MFP) copier product line has been honoured with the coveted “Product Line of the Year” award from Buyers Laboratory Inc. (BLI), the leading global provider of test reports on document imaging products. Cumulative test results in laboratory evaluations deemed Sharp’s entire MFP product line, both mono and colour, to be best overall across the board.

Additionally, for its exceptional reliability and superior performance, Sharp’s MXM1100 has been named “Pick of the Year” in the high-speed Segment 6 while the MXM700N/U has been awarded “Pick of the Year” for “Outstanding Segment 5 Monochrome MFP” (81- to 90-PPM range), recognized for its class-leading security and setup. Sharp’s MXM450 was also awarded “Pick of the Year” for Outstanding Segment 4 Monochrome MFP.

“This outstanding recognition from BLI validates our business strategy and proves our commitment to bringing exceptionally reliable, highly productive and easy-to-use products to the market,” said Dan Merlini, Vice President of Sharp Canada’s Business Solutions Division. “This accomplishment embodies the close collaboration between our product planning teams in Canada and Japan and reflects the dedication of our dealers and factory in providing superior products that answer market demands. It also validates our strategy behind Sharp OSA™ technology in offering advanced MFP functionality and flexibility to provide applications tailored to the end user’s needs.”

BLI bestows the “Line of the Year” award once annually to the company whose product line, as tested in BLI’s rigorous two-month laboratory evaluation, is determined to be the best overall based on cumulative test results. BLI tests each product in critical performance areas, including reliability, copy and print image quality, copy and print productivity and efficiency, ease of use and overall value.

“To determine “Pick of the Year” winners, we test products thoroughly to ascertain which deliver the most extensive functionality and best reliability, handle multiple jobs simultaneously in a networked environment and deliver good output quality,” said Pete Emory, BLI Lab Manager. “The exceptional results that Sharp’s MFPs have achieved over the last year for products in all categories during our exhaustive testing process demonstrate that business users can count on Sharp business products for high-quality performance.”

With the “Pick of the Year” award for the MXM1100, the entire Sharp high-speed production series has been honoured with this distinction. The MXM1100 is recognized for its ability to create one million impressions with no unscheduled maintenance and only three misfeeds, as well as the unit’s excellent multitasking abilities, superior scan functions and outstanding overall ease of use.

The MXM700N/U received the “Pick of the Year” award for its network setup and remote administration features, as well as for its feedback provided to end users via the bundled drivers and utilities.

The Sharp® MXM1100 and the MXM700N/U MFPs combine reliability, superior scan functions, outstanding ease of use and multitasking performance while offering impressive print and copier speeds of 110 PPM and 70 PPM respectively. The MMX1100 and the MXM700N/U MFPs support the innovative Sharp OSA technology platform for seamless integration with network applications, as well as Sharp's award-winning* security suite. The innovative Sharp OSA development platform opens the door to a broad array of value-added functionality and flexibility to deliver the power of customization to the customer. Sharp OSA technology leverages the inherent interoperability of Web services design to enable Sharp, its dealer network and ISV partners to meet customer needs effectively.

**In 2006 Sharp received the BERTL's BEST "Most Secure MFP Range" award, and its color MX Series was the first color product line to achieve BERTL Five Star – Exceptional status throughout the entire line.*

For more information about the complete line of Sharp document solution products, visit www.sharp.ca

Buyers Laboratory Inc.

BLI is the leading authority and provider of critical intelligence on the imaging industry. BLI's "Line of the Year" title is awarded to the vendor whose product line, as tested in BLI's rigorous two-month laboratory evaluation, is determined to be the best overall based on its cumulative test results.

The Sharp Experience Commitment

Sharp is a proud company that has always operated on a basis of trust and mutual respect with the world, nature and mankind. The Sharp Experience was developed in Canada as a sincere business approach that separates Sharp from the competition. It is everything a customer should expect from a friendship - trust, dependability, accountability and flexibility, all within a fun and supportive professional environment.

For more information

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