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SAVIN CELEBRATES “SIGNS” OF SUCCESS WITH NEW TELEVISION SPOT

“Savin Works Here” Campaign Showcases Success Stories and is energized by Vivid Color, Classic Rock and Roll Soundtrack, Skillful Direction

West Caldwell, NJ, February 13, 2006 – Savin is evolving its successful “Savin Works Here” integrated marketing campaign with the introduction of a dynamic, fast-paced national television spot that highlights the functionality and problem-solving capabilities of Savin digital imaging systems. Building upon last year’s award-winning advertising that focused on Savin’s ability to come through at crunch time, this newest iteration of the campaign demonstrates how Savin helps its customers achieve their own success. The spot is running now on CNN, CNN Headline News and Fox News.

While vibrant color and the instantly-recognizable top-10 hit “Hold On, I’m Coming” by Rock and Roll Hall of Fame legends Sam and Dave enliven the 30-second spot, skillfully-placed “Savin signs” within the commercial link the product to the everyday triumphs of its users like never before. In essence, it is a marriage of consistent messaging and innovative execution.

The tag line “Savin Works Here,” reinforces the message that “Wherever you find success, you’ll find Savin,” and it evokes the emotional satisfaction of personal and professional success—anywhere, at any level. The campaign’s most enduring feature, however, may be the signs, such as “Savin Faxes Here” and “Savin Scans Here,” which immediately establish the connection between what Savin does – here, there, anywhere -- and how Savin users succeed.

“We want customers to understand that Savin Dealers will do whatever it takes to help them succeed. With this campaign and television spot, our objective was to catch people in the everyday act of succeeding, and we wanted to link that success to the Savin brand,” said Mark Pollack, vice president of product marketing and marketing support. “Whether it’s a great meeting, a successful sales pitch, or a winning football season, people identify with achievement. And what better way to capture that euphoric feeling than with bold Savin signs of success coupled with an energetic, soundtrack?”

The national TV spot is running on CNN, CNN Headline News, and Fox News. Moreover, the commercial can be seen online on foxnews.com and cnn.com in the breaking news sections. In addition to the national campaign, dealer taggable television and radio spots were produced for Savin Dealers and in-store posters.

Savin enlisted the services of directors Matt Cantrell and Jeff Weiser, renowned for their work with Apple, GE, Honda, and other marketers, to merge the bold Savin signs with the spot's forceful copy and catchy music.

Altamira, a Westport, CT. communications consultancy, produced the campaign.

About Altamira

Altamira is a think tank communications consultancy dedicated to helping clients turn complexity into clarity. Clients include Ricoh Corporation, Milliman, Millward Brown and Kobrand. Capabilities include a broad range of marketing services, including advertising, branding, channel marketing, design, internal communications, naming, promotions, and public relations. The award-winning firm is located in Westport, CT. For more information, visit www.thinkaltamira.com

About Savin

With its broad line of award winning network-ready digital output systems – including full color and black-and-white digital imaging systems, color and black-and-white network laser printers, and fax machines – Savin is helping businesses of all sizes become more productive and efficient. The Business Technology Association (BTA) recently honored Savin with two 2005 “Channel’s Choice” awards, via a nationwide poll of office equipment dealers. Savin is a brand of West Caldwell, NJ-based Ricoh Corporation. For more information, visit www.savin.com.

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