

FOR IMMEDIATE RELEASE

CONTACT: **Angela Diffly**
The Stephenz Group
404.221.8895
adiffly@stephenz.com

RESELLERS RATE EPSON'S TM-T88IV POS RECEIPT PRINTER "BEST CHANNEL PRODUCT" IN BUSINESS SOLUTIONS MAGAZINE SURVEY



Long Beach, CA, August 31, 2009 – Today [Epson](http://www.epson.com), a leading supplier of value-added point-of-service (POS) solutions, announced that its TM-T88IV was named Best Channel Product in *Business Solutions Magazine's* "Best Channel Products 2009" survey published in the September 2009 issue. From May until Mid-June 2009, *Business Solutions Magazine* collected nearly 20,000 votes from 2,186 unique reseller organizations to complete the survey. Resellers named Epson's TM-T88IV Best Channel Product based on scores in five categories, including: Richness of Features / Functionality, Product Reliability / Durability, Ease of Integration, Ease of Upgrade, VAR's Ability to Service.

Resellers were asked to rate products on a scale of 0 (worst) and 5 (best). Epson's TM-T88IV received the highest scores in Product Reliability / Durability (4.68) and Ease of Integration (4.56). The magazine also published a VAR comment corresponding to each product. In reference to Epson's TM-T88IV, one VAR commented, "A tank. A workhorse. Takes a pounding and keeps going. Fast printing and low rate of faulting."



"With over five million installed, the TM-T88-series is our best-selling to date," said Mike Helm, Director of Sales and Marketing, Epson System Device Group. "It delivers the features, functionality and ease of integration our channel partners depend on – along with the reliability and support that only Epson can deliver."

About Epson

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. For the fourth year in a row (2006-2009), retailers have ranked Epson first in POS peripherals in the *RIS News* Hardware LeaderBoard. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. For more information, please visit pos.epson.com.

####

Epson is a registered trademark of Seiko Epson Corporation. All other trademarks are property of their respective owners.