

Sharp's Frontier Series Continues to Receive Industry Acclaim

C-Frontier Series awarded "Best Overall Performance" and "Lowest B&W CPP" in Wirth Consulting's Office A4 Color MFP Head2Head Comparison Report

Sharp Imaging and Information Company of America is pleased to announce that Wirth Consulting has declared the MX-C311, MX-C401, DX-C311 and DX-C401 the winners of their prestigious **"Best Overall Performance"** and **"Lowest B&W CPP" Gold Medal Awards** in the Office A4 Color MFP category.

With more than 30 years of industry experience managing the evaluation and testing of business-imaging equipment at organizations such as Buyers Laboratory, Industry Analysts and BERTL, industry veteran Terry Wirth recently formed Wirth Consulting LLC in order to provide independent evaluations of business-imaging devices. As former chairman and member since 1989 of the American Society for the Testing of Materials (ASTM) F05 Committee on Business Imaging Production, he has written numerous, published ASTM test methods. Wirth Consulting leverages their industry knowledge in the production of each Wirth Consulting What You Should Know (WYSK) Report and Head2Head Comparison Report in order to pinpoint devices that are best in class.

These Gold Medal Awards help validate our belief that the C-Frontier Series of A4 MFPs are the best in their class, and can help provide significant cost savings and value to business customers in a wide cross-section of business size and industries.

The MX-C311/MX-C401 and DX-C311/DX-C401 "Best Overall Performance" and "Lowest B&W CPP" award logos and each model's What You Should Know (WYSK) report is posted on the Sharp IDNC site (www.sharpidnc.com) to assist your sales and marketing efforts.

Stay tuned for further information on the exciting Sharp Frontier Series!

Thank you for your on-going support and good selling,



Gary Bailer
Associate Director, Product Management, A4 Multifunction Printers
Sharp Imaging and Information Company of America

