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TOSHIBA RECEIVES BETTER BUYS FOR BUSINESS'
2012 INNOVATIVE PRODUCT OF THE YEAR AWARD
FOR e-STUDIO™ COLOR SERIES

Multifunction Products Secure Award Recognition
for Top Performance and Image Quality

IRVINE, Calif. (Jan. 29, 2013)—Toshiba America Business Solutions, Inc.
(http://business.toshiba.com), a leading managed document services (MDS) provider and
business printing solutions innovator, has received Better Buys for Business' prestigious 2012
Innovative Product of the Year award for its e-STUDIO2550c and e-STUDIO2551c multifunction
products (MFPs).

Better Buys for Business is one of the nation's leading independent authorities on
document imaging equipment and presents its annual Innovative Product of the Year to the best
products within a respective product category. All of last year's Better Buys for Business'
Editor's Choice award winners were considered for the 2012 Innovative Product of the Year
award.

Toshiba's e-STUDIO2550c and e-STUDIO2551c MFPs are recognized for producing
vibrant documents with an up to 600 x 1,200 dots-per-inch resolution and superior performance
within a compact and lightweight design ideal for small to medium-size businesses. In addition
to its exceptional image quality, paper handling, finishing options and ease-of-use, the MFPs'
low-impact and eco-conscious design is sure to reduce users' power bills by consuming a mere
watt while in energy savings mode[1].

"We are certainly honored to have such a respected organization as Better Buys for
Business recognize our e-STUDIO2550c and e-STUDIO2551c series as the Innovative Product
of the Year," said Joseph Contreras, director of product and solutions marketing for Toshiba
America Business Solutions, Inc.

"Our intent with the launch of the e-STUDIO2550c and e-STUDIO2551c was to provide smaller businesses with the image quality and high-performance levels found in higher-priced MFPs at a fraction of the cost that is more in line with many of today's technology budgets."

"While our staff received many exceptional products, we were impressed with the image quality and high-performance levels available within the e-STUDIO2550c and e-STUDIO2551c," said Melissa Pardo-Bunte, editor at Better Buys for Business. "Such functionality is traditionally only available in an enterprise-level device. However with the availability of the e-STUDIO2550c and e-STUDIO2551c, Toshiba is now outfitting smaller businesses with full-featured MFPs within a compact – yet sturdy design, all at an affordable price."

About Toshiba America Business Solutions, Inc.

Irvine, Calif.-based Toshiba America Business Solutions, Inc., (TABS) is an independent operating company of Toshiba Corporation, the world's eighth-largest electronics/electrical equipment company. TABS is a leading managed document services (MDS) provider with experts that help organizations take control of document security, workflow and print environments. With the award-winning Encompass™ managed print services (MPS) program, e-STUDIO™ line of multifunction printers (MFPs), toner products and retail information/thermal printing systems, TABS is leading the way for businesses to print smarter, work safer and conserve resources. For more information on Toshiba solutions and services available in the United States and Latin America, please visit www.business.toshiba.com.

Better Buys for Business

Better Buys for Business is an experienced team of office equipment analysts providing businesses with objective product reviews to help them make informed buying decisions about all types of office equipment. Each year Better Buys reviews more than hundreds of office equipment products. They are also known for its Editor's Choice Award, which is given to newer office equipment that delivers the highest level of performance and offer the greatest value in a given category. For more information, please visit http://www.betterbuys.com.

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1. Energy output while in Super Sleep Mode.