



KYOCERA MITA AMERICA, INC.
225 SAND ROAD, P.O. BOX 40008
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Dear Kyocera Mita Dealer:

One of our top three business objectives this year is to make Kyocera an easier company to do business with, primarily by increasing the level of support and improving the collaborative dialogue between our senior management, our sales team and you, our dealers. As part of our efforts to continually strengthen our communication with our dealers I am pleased to announce that we have restructured our Kyocera Mita Dealer Division into an Eastern Zone and a Western Zone, effective July 1, 2009, to better align Kyocera Mita's strategic growth initiatives with its business operations.

The new Vice President of the Eastern Zone is Dean Lakten. Dean joins Kyocera with nearly three decades of industry where he has held several key management positions. Dean brings a strong blend of both dealer and direct sales experience. As Vice President of the Eastern Zone, he will oversee the Northeast Region, led by Regional Sales Manager Bill Kohler, and the Southeast Region led by Regional Sales Manager Don Lillie.

The new Vice President of the Western Zone is Tom Walsh. Tom previously was the Midwest Regional Sales Manager and has been a key member of the Kyocera team for many years. Tom's strong leadership skills blended with many years of building successful dealer relations has led the Midwest region to its' position of perennial leader within KMA. As Vice President of the Western Zone, Tom will oversee the Southwest Region, led by Regional Sales Manager John Brumwell, the West Region, led by Regional Sales Manager Steve Hughes and the Midwest Region.

Dean and Tom will report to Senior Vice President of Sales Ed Bialecki.

The structural changes are being implemented in parallel to some of the most exciting and opportunistic times for the Kyocera brand. The well-received launch of the TASKalfa color MFP series; a new generation of ECOSYS color and monochrome printers; the launch of FASTtrack Managed Print Services; and, the continuing expansion of solutions - have contributed to our collective success. This work has been recognized too, with multiple accolades from BERTL, Better Buys for Business and the Business Technology Association. Most importantly, the up-tick in business that we have realized in Q1 of this new fiscal year could not have been possible without the loyalty and commitment that you have give us.

I hope you will join me in congratulating Dean and Tom on their appointments, and I look forward to our continued journey together.

Thank you again for your continued loyalty, and best wishes for a successful summer,

A handwritten signature in black ink that reads "Michael Pietrunti". The signature is fluid and cursive, with a large, stylized initial "M".

Michael Pietrunti,
President & CEO
Kyocera Mita America, Inc.