



NEWS RELEASE

Contact: Caroline Zubieta
Epson America, Inc.
562.290.4026
caroline.zubieta@ea.epson.com

Mary Chernoff
Walt & Company
408-369-7200, ext. 2984
mchernoff@walt.com

EPSON PROVIDES INNOVATIVE RETAILER SOLUTIONS AT 2008 NATIONAL STATIONERY SHOW

On-Site Demonstrations, a Customized Gift Wrap Solution and an Industry Speaker Will Show How Epson Enables Retailers to Bring Creative Printing Solutions to Customers

LONG BEACH, Calif. -- May 16, 2008 -- Epson America, Inc. is dedicated to delivering innovative solutions to the stationery market and the Company's continued presence at the National Stationary Show (NSS) is a testament to this commitment. Epson plans to unveil a unique custom gift wrap printing solution to stationery and gift retailers at the show. In addition, Cinda Baxter, retail consultant and industry expert, will make appearances at the Epson booth (#2550) to discuss strategies on how stationery retailers can successfully expand their business and enhance profit potential.

"Epson is committed to developing new high quality, affordable imaging technologies for stationery and specialty gift retailers," said Philip Amato, product manager, Professional Imaging, Epson America Inc. "Our award-winning professional imaging products are a top choice among renowned photographers and graphic designers around the globe. Epson is now proud to offer world-class solutions for stationery retailers with completely customizable gift wrap using Mountaincow software."

Through an ongoing partnership, Epson and Mountaincow have enabled retailers to quickly, easily and affordably add custom gift wrap printing services to their stores with Epson wide format printers. With attractive start-up costs, incorporating this exclusive in-store custom solution is attainable for any specialty retailer.

PrintingPress Pro Extreme (\$999) software from Mountaincow comes complete with a wide variety of built-in patterns and powerful pattern personalization tools for custom gift wrap printing. The Epson Stylus® Pro printers using Epson UltraChrome K3™ Ink with Vivid Magenta are available in a range of prices and sizes, including the Epson Stylus Pro 3800 (\$1,295 estimated street price) supporting 17" x 22" sheets, the Epson Stylus Pro 4880 (\$1,995 estimated street price) with a 17" wide roll, or the Epson Stylus Pro 7880 (\$2,995 estimated street price) handling up to a 24" wide roll. Available in 24", 36" and 44" wide rolls, Epson's coated Singleweight Matte media offers vibrant colors on opaque yet foldable gift wrap that is printed to the edge without requiring additional trimming. The Epson Stylus Photo R1900 (\$549 estimated street price) offers an entry level option, doubling as an invitation printer and featuring new Epson UltraChrome Hi-Gloss® 2 pigment ink. The Epson R1900's 13" wide roll media handling capability is perfect for smaller gifts like jewelry.

"Our wide variety of fashionable patterns, combined with PrintingPress Pro Extreme's design tools, and Epson's outstanding wide format printers empower retailers to personalize gift wrap in a way their customers have never seen before," said Josh Eisen, president, Mountaincow.

With the Epson Stylus Pro 4880 and 7880 printers, Epson has estimated that per-sheet printing costs (ink and paper) may range from approximately \$0.50 to \$1.00 or more per square foot, depending on coverage. Epson's estimates are based on MSRP for ink and paper; a user's actual cost will vary. For a software demonstration, visit the Epson booth or the Mountaincow booth #2662.

Additionally, Cinda Baxter, a widely-recognized expert in the gift and stationery industry, will be available to provide one-on-one insight on introducing and developing in-store printing. "Fourteen years as a professional stationer taught me a lot – especially about where a business can grow and set itself apart from the competition," says Baxter. "In-house printing is the key to success for many retailers, although they may not be realizing their full potential. My role is to help bring that potential to fruition, by examining what retailers are doing currently, then finding ways to help them become more capable and more profitable. In the end, we're all looking for the best way to maximize profitability."

Baxter will be at the Epson booth from 3 p.m. to 6 p.m. on Sunday, May 18, and Monday, May 19; and from 10 a.m. to 1 p.m. on Tuesday, May 20 and Wednesday, May 21. NSS will be held at Jacob K. Javits Convention Center in New York, May 18-21, 2008.

About Epson America Inc.

Epson offers an extensive array of award-winning image capture and image output products for the consumer, business, photography, and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) printers and transactions terminals for the retail market. Founded in 1975, 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. Epson America, Inc. is headquartered in Long Beach, Calif.

###

Epson, Epson Stylus, UltraChrome Hi-Gloss are registered trademarks of Seiko Epson Corporation. Epson UltraChrome K3 is a trademark of Seiko Epson Corporation. All other product brand names are trademarks and/or registered trademarks of their respective companies. Epson disclaims any and all rights in these trademarks.