



KONICA MINOLTA

# TRADE RELEASE

COUNT ON KONICA MINOLTA

## Brand Keys Names Konica Minolta First on Customer Loyalty Engagement Index



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### *Konica Minolta Remains Leading Brand in MFP Office Copier Category, Holding Number One Ranking for Third Consecutive Year*

Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta), a leading provider of advanced imaging and networking technologies for the desktop to the print shop, today announced that it was awarded first place in the 2010 Brand Keys Customer Loyalty Engagement Index in the “MFP Office Copier” category for the third straight year. Each year New York-based marketing consultancy Brand Keys publishes its Customer Loyalty Engagement Index, which surveys more than 33,500 adult Americans to determine how brands rank in customer loyalty. The 2010 Index examined customers’ relationships with 518 brands in 71 categories.

*“In a marketplace where customers demand more, and ‘brand’ has more and more become a surrogate for added-value, it is a tribute to the strength of the Konica Minolta brand that they are able to engender these very competitive levels of customer loyalty,”* noted Robert Passikoff, Brand Keys founder and president. *“More than ever before a brand’s ability to meet and even exceed customer expectations – like Konica Minolta – has become a virtual guarantee of product quality and customer satisfaction.”*

Other winning brands for 2010 include Apple, Google, JetBlue, and McDonald’s.

The 2010 Brand Keys research paints a detailed picture of the category drivers that engage customers, engender loyalty, and drive real profits. The Brand Keys data, which considered several competitors, formulated the “Ideal” for the category by asking consumers to characterize their perfect product in a number of different categories, and the “Ideal” for each category sets the standard for excellence. The 2010 Brand Keys research once again identified Konica Minolta as a leading brand for customer loyalty in the “MFP Office Copier” category when measured against the “Ideal” office copier.

### About Konica Minolta

Konica Minolta Business Solutions U.S.A. delivers advanced imaging and networking technologies for the desktop to the print shop. With Konica Minolta’s award-winning technology, customers have access and control over document management, while radically streamlining their workflow processes, and significantly improving their effectiveness and productivity.

For more information, please visit [www.CountOnKonicaMinolta.com](http://www.CountOnKonicaMinolta.com)

*“Konica Minolta is honored to be recognized for the third consecutive year as the top office copier manufacturer by Brand Keys,”* said Kevin Kern, Senior Vice President, Marketing, Konica Minolta Business Solutions U.S.A., Inc. *“Customers are counting on Konica Minolta for their advanced digital imaging needs and earning this top ranking again confirms that. Our award-winning lines of bizhub® office systems; magicolor® and pagepro® printers, bizhub PRO® digital presses, and application solutions distinguish themselves as the highest quality technology solutions in the marketplace that our customers rely on.”*

