

Enhanced Co-op for Managed Print Services

In conjunction with our new Frontier product line release, we are pleased to announce a new co-op program that will allow you to become more engaged in Managed Print Services.

Having an MPS strategy is one way of better controlling total clicks that are being generated in an office environment whether they come from printing, copying or faxing. This control will then position you to be in a ready-mode to take advantage of the feature set, price point, footprint and scalability of our Frontier products.

Understanding the difficult economic environment, we have developed a new initiative to help you start an MPS Program. As a result, we are offering our dealers the opportunity to use accrued co-op dollars to offset the price of some of the key MPS tools, training and software programs. As many of you know already, recent accounting rules have created tighter restrictions on co-op usage. For this initiative, Sharp will assume responsibility for the accounting requirements in order to make this possible. This co-op program is restricted to the following companies:

PartsNow! Service Technician Training on non-Sharp laser printers.

PartsNow! offers off-sight, on-line and in-house service technical training on HP, Lexmark, Samsung and Dell printers. Co-op funds can be applied to the actual cost of service training.

To learn more, contact Steve Geishirt - (608) 203-1500 ext. 1126. Sgeishirt@partsnow.com

Print Assessment Tools. A variety of print assessment tools are available to help you evaluate customer print environments. To learn more about these programs that are eligible for co-op reimbursement, contact the representatives below.

FM Audit - Darrell Leven, (816) 795-6511, dleven@fmaudit.com

Print Fleet - Tim Brien, (613) 836-1566, tbrien@printfleet.com

Print Audit - David C. Thorne, (770) 410-1075, dthorne@printaudit.com

MWAI- Jenna Stramaglio, (480) 538-5969, jenna.stramaglio@mwaitel.com

Compass Sales Solutions is the copy and print industry's premier sales force automation and print management software developer. Their solutions include software to create profitable print management programs, leverage existing databases to grow leads & automate sales paperwork to reduce costly errors. Co-op funds can be applied to the purchase, implementation and training of the Compass software program.

Contact Sales - (800) 295-0411, sales@compasscontact.net

Strategy Development offers a BTA seminar on Print Management. Tom Callinan offers through BTA a 2 day seminar on creating an MPS strategy. Co-op funds can be applied toward the seminar cost. Tom can be reached at (610) 527-3317 or via email at callinan@strategydevelopment.org.

In addition, any dealer engaging **Strategic Business Associates** for a consulting program can have all fees covered, up to their available co-op balance.

Contact John Hey or John Hanson at (612) 860-7282 or john.hey@strategicbusinessassoc.com.



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As you can see, all aspects of beginning the development and execution of a MPS program are now available to you by using accrued co-op dollars and you can claim expenses up to your existing co-op balance. This program is available to all Sharp dealers with a simple commitment to purchase at least two of our new Frontier series products by the close of business March, 2009.

The success of any Managed Print Service program starts with the commitment from your executive team. We believe this new addition to the co-op program will help support your efforts and facilitate an increase in MPS activities. We hope that you can take advantage of this program and these resources to help you define your own successful strategy.

Good luck and good selling!

Sincerely,

Mike Marusic
Vice President, Marketing
Sharp Imaging and Information Company of America