



Press Release

J.D. Power Asia Pacific Reports: Kyocera Mita Ranks Highest for a Second Consecutive Year in Customer Satisfaction with Copiers and Multifunction Products in China

Gaining Dealer Cooperation May Help Manufacturers Improve Customer Satisfaction

TOKYO: 21 November 2007 – For a second consecutive year, Kyocera Mita ranks highest in customer satisfaction with copiers and multifunction products in three major cities in China, according to the J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM released today.

Now in its seventh year, the study evaluates customer satisfaction with office copiers and multifunction products at offices with 30 employees or more in the three major cities in China—Beijing, Shanghai and Guangzhou. Three factors are examined to determine overall customer satisfaction with copiers and multifunction products. In order of importance, they are: maintenance service (62%), sales (21%) and product (17%).

Kyocera Mita ranks highest in overall satisfaction for a second consecutive year with an index score of 746 points on a 1,000-point scale. Kyocera Mita performs well in all three factors contributing to overall satisfaction, particularly in maintenance service repair fees and technical skills, as well as in knowledge of the sales staff.

Konica Minolta follows Kyocera Mita in the ranking, improving by 11 index points since 2006 to 730 in 2007. Fuji Xerox (728), Ricoh (721) and Toshiba (715), respectively, follow Konica Minolta to rank above the industry average.

The study finds that the widest gap in performance between manufacturers occurs in the maintenance service and sales factors, which have the most significant impact on overall satisfaction. In China, more customers purchase or lease copiers and multifunction products in stores (90%) than from salespersons who visit the office. In addition, 60 percent of offices entrust maintenance service to the dealer from which they purchased their copier.

“In China, dealers are a very important component in helping manufacturers build strong customer relationships,” said Yukinobu Sato, general manager of the service and technology group at J.D. Power Asia Pacific, Tokyo. “The key to manufacturers improving customer satisfaction lies in whether or not they can gain dealer cooperation in providing excellent customer service in terms of both sales and product maintenance. It’s particularly noteworthy that Kyocera Mita and Konica Minolta have both received high ratings in maintenance service and sales by working in close cooperation with dealers. For example, compared with their competitors, both manufacturers have a higher execution rate of explaining how to operate the product at the time of delivery. Also, both Kyocera Mita and Konica Minolta provide shorter wait times when it comes to visiting the customer for repairs, and the time it takes to make the repairs.”

The study also finds that market penetration for color copiers/multifunction products is still relatively low, with only 10 percent of offices owning a color copier or multifunction product. However, the rate at which black-and-white copiers are being replaced with black-and-white multifunction products has increased steadily. Penetration in 2007 is 60 percent of the market, surpassing that of black-and-white copiers for the first time.

The 2007 China Copier/Multifunction Product Customer Satisfaction Study is based on responses from more than 2,100 offices. The study was fielded in July and August 2007.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific, established in 1990, conducts customer satisfaction research and provides consulting services in the automotive, information technology and finance industries. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.co.jp Media e-mail contact: cc-group@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies:

Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2006 were \$6.3 billion. Additional information is available at <http://www.mcgraw-hill.com>.

Media Relations Contacts:

Maki Kawano
J.D. Power Asia Pacific
Toranomom 45 MT Bldg. 8F
5-1-5 Toranomom
Minato-ku, Tokyo 105-0001
Japan
Phone +81-3-4550-8090
cc-group@jdpower.co.jp

Syvetril Perryman
Media Relations Associate
J.D. Power and Associates
2625 Townsgate Road, Suite 100
Westlake Village, CA 91361
U.S.A.
Phone +1-805-418-8103
syvetril.perryman@jdpa.com

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. www.jdpower.com/corporate

###

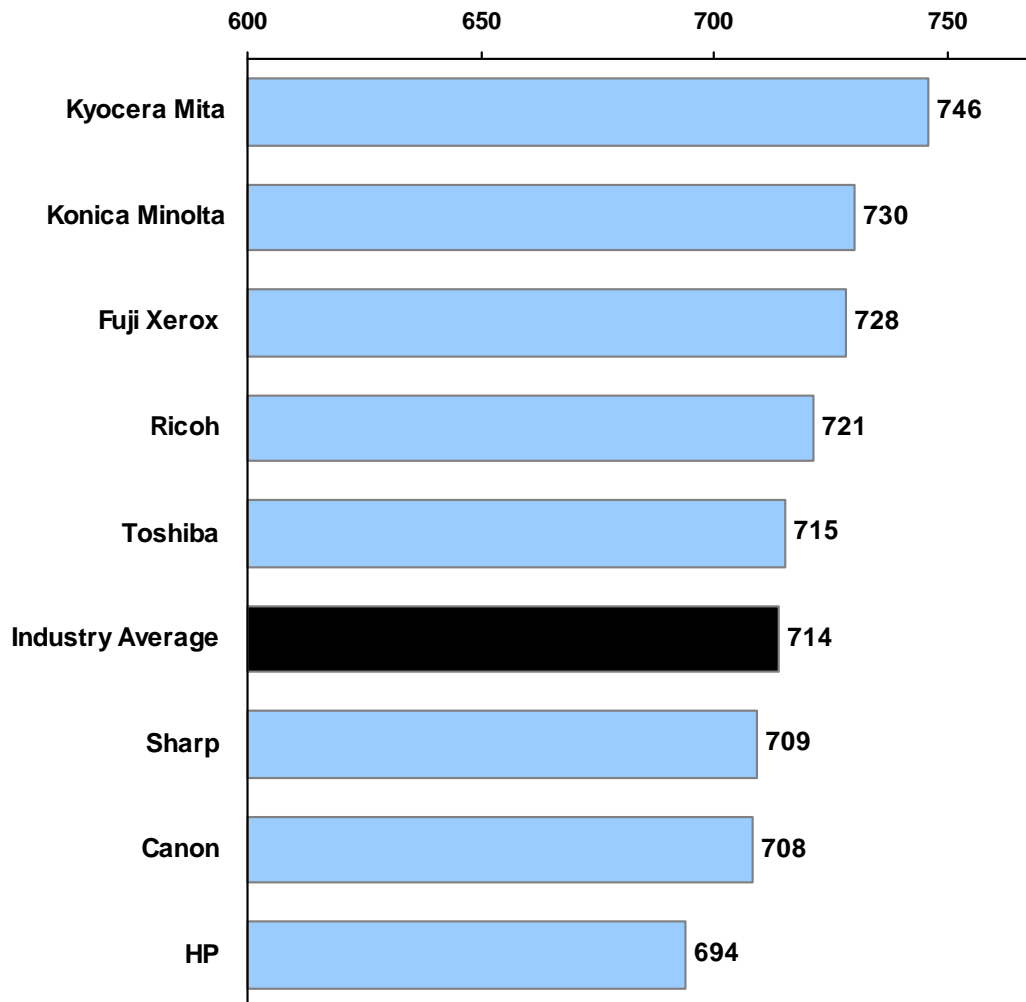
(Page 2 of 2)

NOTE: Two charts follow.

J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM

Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



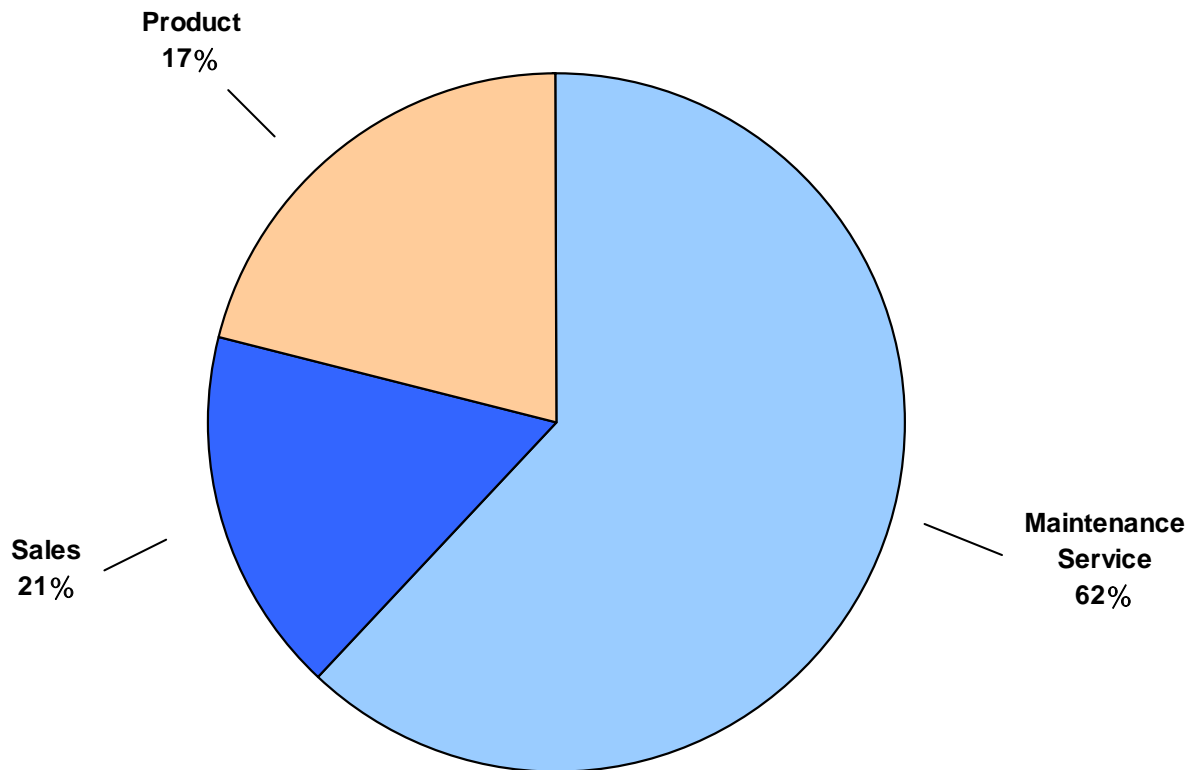
Included in the study but not ranked due to small sample size are: Aurora, Panasonic and Samsung.

Source: J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM as the source. Rankings are based on numerical scores and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific study results without the express prior written consent of J.D. Power Asia Pacific.

J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM

Factors Contributing to Overall Satisfaction



Source: J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2007 China Copier/Multifunction Product Customer Satisfaction StudySM as the source. Rankings are based on numerical scores and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific study results without the express prior written consent of J.D. Power Asia Pacific.