



PRESS RELEASE

Bixolon Wins 2011 Best Channel Product Award

The SRP-350plus POS Printer is Recognized by Business Solutions Magazine

Torrance, CA – August 5, 2011 – Today Bixolon, a leading manufacturer of POS receipt, Auto-ID and mobile printers, announced that its SRP-350plus POS receipt printer has won Business Solutions Magazine's (BSM) Best Channel Product award. The magazine conducted an extensive survey of their VAR subscriber base, which voted Bixolon's SRP-350plus best in its class for ease of integration, functionality and richness of features.

BSM's Best Channel Product award is based on a survey in which the publication's VAR and ISV subscribers are invited to participate. The survey asks the participants to rate the products in five categories and the Best Channel Product award is given to the product recognized as having the best reliability and features. A total of 11,711 votes were cast in the 2011 survey, which were calculated by both Penn State University and BSM's editorial staff.

"We are very excited that our VAR and ISV partners have chosen the SRP-350plus as the Best Channel Product in the receipt printer category," said David Roberts, Sr. Vice President, Bixolon America, Inc. "This is the second year in a row that Bixolon has won the Best Channel Product award and it only reinforces our commitment to innovation, quality and reliability" added Roberts.

Building on its history of innovative technologies, Bixolon's SRP-350plus was the first to market with a standard on-board USB port, allowing for dual interface connectivity. Coupled with its small foot print and ease of integration, the SRP-350plus was the perfect solution for the retail, hospitality, and point-of-sale environments. Bixolon has since introduced the SRP-350plusII which is 25% faster than its predecessor and is Energy Star certified.

About Bixolon

BIXOLON's point-of-sale receipt, barcode label, and mobile printers' advanced technologies provide a wide array of innovative solutions for such industries as retail, hospitality, healthcare, banking, ticketing, post/parcel, and warehousing. BIXOLON's thermal, impact and inkjet printers' intuitive POS software offers extensive customization capabilities. A leader in the global mini printer market, BIXOLON was a specialty printing division of SAMSUNG in the 1990s, and was spun off in 2002.

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