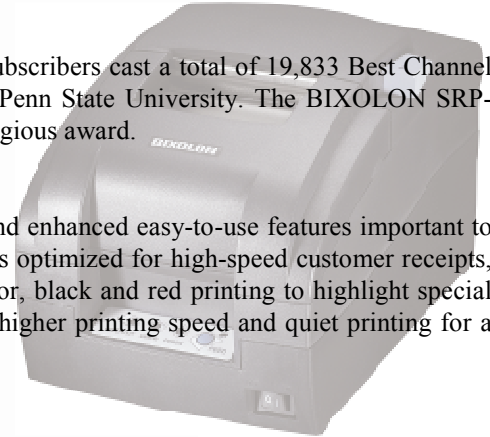


**FOR IMMEDIATE RELEASE****BIXOLON TAKES TOP HONORS!**

**BIXOLON America Inc., Torrance, California — September 04, 2009** - BIXOLON America, Inc. announced today BIXOLON America, Inc., a leading global manufacturer of world-class printing solutions, was honored by industry VARs, Resellers, ISVs and integrators who voted BIXOLON a Best Channel Product Award. Among the criteria for Best Channel Product are Product Reliability/Durability, Richness of Features/Functionality, Ease of Integration, Ease of Upgrade and VAR's Ability to Service.

BSM (Business Solutions Magazine) Value Added Reseller subscribers cast a total of 19,833 Best Channel Product votes from May to mid June 2009 as calculated by Penn State University. The BIXOLON SRP-275CG was the only impact receipt printer to receive the prestigious award.

The BIXOLON SRP-275 receipt printer offers reliable, fast and enhanced easy-to-use features important to restaurant, hospitality and retail environments. The SRP-275 is optimized for high-speed customer receipts, allowing kitchen orders to print faster than ever with two-color, black and red printing to highlight special offers and print logos. Bi-directional print technology allows higher printing speed and quiet printing for a peaceful atmosphere.



In January, BIXOLON received a Best Channel Vendor award as chosen by industry VARs, Resellers, ISVs and integrators for exceptional product reliability, product features and ample margins. "We are thrilled to be honored once again as an industry leader. This is a shining example of how Bixolon is delivering on our mission, and we are proud to be recognized for outstanding, innovative and dependable products," said David Roberts, Vice President Sales & Marketing.

For complete details on the Best Channel Product Award, visit

[http://bsminfo.com/index.php?option=com\\_content&task=view&id=1621&Itemid=190](http://bsminfo.com/index.php?option=com_content&task=view&id=1621&Itemid=190).

For complete details on the Best Channel Vendor Award, visit

[http://www.bsminfo.com/index.php?option=com\\_content&task=view&id=230&Itemid=56](http://www.bsminfo.com/index.php?option=com_content&task=view&id=230&Itemid=56).

For additional information on Bixolon products, please call 800-350-0275 or visit [www.bixolonusa.com](http://www.bixolonusa.com).

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