

FOR IMMEDIATE RELEASE**BIXOLON Recognized as Best Channel Vendor for
Second Consecutive Year!**

BIXOLON, a leading manufacturer of world class printing technologies, once again has been named a Best Channel Vendor for 2010 by Business Solutions Magazine (BSM). Conducted in partnership with Penn State University, the BSM web-based survey is one of the largest of its kind, resulting in more than 12,000 votes cast by 1,354 value added resellers independently participating in the annual survey. Participants were asked to rate their vendor partners on a scale of 0 to 5 in seven categories: product reliability, product features, product innovation, support and service, channel friendliness, channel program and adequate margins. The top 15% of vendors in each surveyed technology category were selected as Best Channel Vendors. BIXOLON received its highest scores in Product Features and Product Reliability.

“Being recognized as a Best Channel Vendor two years in a row reinforces to our partner channel and users that we are continuing to provide exceptional products with proven reliability,” said David Roberts, V.P. Sales and Marketing. “Despite one of the most challenging economic periods in history, BIXOLON’s strong competitive advantages have resulted in continued growth an increased product demand.”

BIXOLON, a world wide leader in the engineering and manufacturing of world-class printing solutions, has served the POS industry for more than a decade by providing high quality printers and printing mechanisms. Having emerged from the brightest minds at SAMSUNG, BIXOLON’s experienced team have designed and engineered some of the finest new printing technologies available. BIXOLON has quickly become the “printer of choice” with innovative and dependable technology, unmatched price point, superior customer service, unparalleled technical support. For more information on BIXOLON products, visit www.bixelon.com.

For complete details on the 2010 Best Channel Award, visit <http://bsminfo.com/wide.mvc/Best-and-Worst-Channel-Vendors-2010-0001#POSH>. For additional details about all BSM Award recognizing BIXOLON, please visit www.bixelon.com.

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