



KONICA MINOLTA

**Kevin Kern**

Senior Vice President, Marketing  
Konica Minolta Business Solutions U.S.A., Inc.

Date: March 26, 2010

To: All Konica Minolta Dealer Partners

Subject: **Brand Keys Names Konica Minolta  
First on Customer Loyalty  
Engagement Index**



I am proud to announce Konica Minolta was awarded 1st place in the **2010 Brand Keys Customer Loyalty Engagement Index** in the "MFP Office Copier" category for the third consecutive year. Each year New York-based marketing consultancy Brand Keys publishes its Customer Loyalty Engagement Index, which surveys more than 33,500 adult Americans to determine how brands rank in customer loyalty. The 2010 Index examined customers' relationships with 518 brands in 71 categories. Other winning brands for 2010 include Apple, Google, JetBlue, and McDonald's.

The 2010 Brand Keys research paints a detailed picture of the category drivers that engage customers, engender loyalty, and drive real profits. The Brand Keys methodology, which considered several competitors, asked customers to characterize their perfect product in the MFP Office Copier category, setting the standard for excellence. The 2010 Brand Keys research once again identified Konica Minolta as a leading brand for customer loyalty in the "MFP Office Copier" category when measured against the "Ideal" office copier.

Here's what the President and Founder of Brand Keys had to say about our achievement:

*"In a marketplace where customers demand more, and 'brand' has more and more become a surrogate for added-value, it is a tribute to the strength of the Konica Minolta brand that they are able to engender these very competitive levels of customer loyalty," noted Robert Passikoff, Brand Keys founder and president. "More than ever before a brand's ability to meet and even exceed customer expectations – like Konica Minolta – has become a virtual guarantee of product quality and customer satisfaction."*

This accolade further reinforces our company vision that customers are counting on Konica Minolta for the entire gamut of their advanced digital imaging needs, and we thank all of you for your part in this achievement. Attached with this communication you will find components (corporate sell sheet and logos) that you can use immediately to promote this accolade.

I urge you to share these components with your customers and prospects – as well as display in your demonstration rooms and include in your sales proposals. Independent third-party endorsements carry a lot of weight in the marketplace, and just may tip the buying decision in your favor.

As always, thank you for your continued support.

Sincerely,