



For Immediate Release

GMC Software Technology Joins Ricoh's Technology Alliance Program

Ricoh to Resell Personalized Communications Software Suite to Enterprise Customers

September 10, 2007 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the Standard in personalized communications, today announced that it has entered into Ricoh's Technology Alliance Program. As a member of the program, Ricoh's Production Printing Business Group (PPBG) will resell GMC's PrintNet software suite, specifically targeted towards the production printing market.

GMC's PrintNet software enables users to easily design and create complex personalized documents such as direct marketing materials, transactional documents, and financial and investment statements with integrated marketing messages. PrintNet software allows Ricoh customers that create transactional documents to easily access and utilize valuable content and information resources to create vibrant, personalized communications materials. The production printing software integrates seamlessly with Ricoh's production printers and multifunction products (MFP), which are ideally suited for high-volume production of statements and invoices.

"We are pleased to be working with Ricoh and are confident that this relationship will enable both companies to make continued inroads into the enterprise market," said Dr. René Müller, chief executive officer of GMC Software Technology. "Our business in vertical markets, including financial and insurance, has grown by over 300 percent in the last year, and we expect our alliance with Ricoh will help us maintain this strong momentum."

PrintNet software has been certified and optimized for use with Ricoh's entire line of production printers and MFPs. Ricoh's sales force will directly resell the software suite, as well as work with GMC's sales force to take advantage of joint sales opportunities.

"Together, Ricoh and GMC will provide a highly competitive solution to address the production printing needs of our enterprise customers," said Carl Joachim, vice president of marketing for PPBG. "Working with GMC will enable us to meet mass-quantity, high-quality demands of our customers while enabling them to maximize their return on investment."

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GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence, marketing and transpromo materials. www.gmc.net.

About Ricoh's Production Printing Business Group

The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, reliable technology, and extensive software and finishing options, PPBG helps production centers cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of Ricoh Company Ltd., the 71-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at www.ricoh-usa.com.

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