



April 12, 2012

Kyocera Mita America Renamed KYOCERA Document Solutions America, Inc.

New Brand Mark Unveiled Globally for KYOCERA Document Solutions

LAS VEGAS and FAIRFIELD, N.J. – April 11, 2012 - Kyocera Mita America, one of the world's leading document solutions companies, announced today that its Company name changed to "KYOCERA Document Solutions America, Inc." effective April 1, 2012. In addition, a new company brand mark coincides with today's announcement of a new Company name. The change reflects the Company's growth as a global manufacturer of document imaging solutions and its commitment to develop products and business applications that deliver customer benefits of technological innovation and environmental sustainability.

"With technology and business needs rapidly evolving, we are beginning an era where our customers require total document solutions including document imaging hardware, business applications and services," said Nori Ina, president and CEO, KYOCERA Document Solutions America, Inc. "Our rebranding to KYOCERA Document Solutions is a declaration that our Company delivers total document solutions for streamlining communications, enhancing productivity, reducing operating costs and simplifying day-to-day activities for organizations of all sizes."

Focus on Total Solutions

Today's businesses need the capacity to control the flow of information into and out of their organizations, requiring more than printing solutions. KYOCERA Document Solutions has delivered a portfolio of Kyocera and third-party developed applications that easily integrate into Kyocera devices. KYOCERA Document Solutions reflects this change, explicitly stating that however business needs evolve, Kyocera's unique portfolio of printers and MFPs, applications and support services are ready to be implemented to solve any business challenge.

This change is more than just a Company name change and signifies the latest step in a transformation that has been progressing for several years. The formation of Kyocera's Managed Document Services (MDS) signaled the company's focus on the flow of information through an entire organization as opposed to a narrower focus on printed information.

The growth of Kyocera's MDS mirrors the expanding role of the Global Services Divisions, which have been created in each country to serve Kyocera's rising number of global accounts. These developments changed the company to such a degree that a new name is both appropriate and necessary.

ABOUT KYOCERA DOCUMENT SOLUTIONS AMERICA, INC.

KYOCERA Document Solutions America, Inc. (www.kyoceradocumentsolutions.com/us), headquartered in Fairfield, N.J., is a leading provider of computer-connectable document imaging and document management systems, including network-ready digital MFPs/printers, laser printers, color MFPs/printers, digital laser facsimiles, and multifunctional and wide format imaging solutions.

KYOCERA Document Solutions America is a group company of KYOCERA Document Solutions Inc. KYOCERA Document Solutions Inc is a core company of the Kyocera Corporation, the world's leading developer and manufacturer of advanced ceramics and associated products, including telecommunications equipment, semiconductor packages and electronic components. KYOCERA Document Solutions America, the first document solutions company with third-party certified sales data, has earned numerous honors for its products' high performance, reliability and cost efficiency. Kyocera Corporation's consolidated net revenues exceeded \$15 billion for the fiscal year ending on March 31, 2011.