



News Release

FOR IMMEDIATE RELEASE

EPSON OFFERS SCHOOLS AND NONPROFIT GROUPS NATIONWIDE AN OPPORTUNITY TO BENEFIT BY RECYCLING USED PRINTER CARTRIDGES

Company Partners with Funding Factory in Free Fundraising Program

LONG BEACH, Calif. – Sept. 14, 2004 -- Epson America announced today its continued partnership with FundingFactory which allows schools and nonprofits nationwide to return ink cartridges for rewards that can boost fundraising efforts and help the environment. Educational and nonprofit organizations can earn points by collecting genuine Epson ink cartridges and sending them to FundingFactory for recycling. The cartridges will be converted to energy through an environmentally sound incineration process at a licensed waste-to-energy recycling facility.

Participation in FundingFactory is completely free to all schools and nonprofit organizations. Once an organization registers at www.FundingFactory.com, materials are sent to help them launch the program and start earning points in an easy-to-use online account. The account is credited with points for every eligible Epson cartridge sent to FundingFactory; those points can be redeemed by the organization for cash and/or equipment.

“Our program partners are ecstatic about the new partnership with Epson,” said Sean Michaels, general manager, FundingFactory. “They have been asking us to bring Epson on board for quite some time so they can buy industry leading products for their classrooms and offices.”

“Epson is proud to support schools and nonprofits by offering a recycling program that has great rewards,” said John Dillender, vice president, service and support, Epson. “All of us must play a role in protecting the environment and this program does a fine job of motivating and rewarding the efforts of those who recycle.”

For information about Epson and its products, call 1-800-GO-EPSON or visit the web site at www.epson.com.

About Epson America Inc.

Epson offers an extensive array of award-winning image capture and image output products for the consumer, business, graphic arts, home entertainment and photography markets. The

company is also a leading supplier of value-added point-of-sale (POS) printers and transaction terminals for the retail market. Founded in 1975, Epson America is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. Epson America Inc. is headquartered in Long Beach, California.

About FundingFactory

FundingFactory — the largest free recycling fundraising program in the United States and Canada — has been supporting schools and nonprofit organizations since 1997. Today more than 25,000 organizations exchange empty printer cartridges and used cell phones for cash or classroom, playground and technology equipment. These participants collect the used items and send them to **FundingFactory** headquarters in Erie, PA, enclosed in boxes labeled with prepaid UPS shipping. The entire program is free and offers great rewards! Register today at www.FundingFactory.com or call 888.883.8237.

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