

***News Release***

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**SHARP<sup>®</sup> NAMES SMILE BUSINESS PRODUCTS**  
**A PLATINUM LEVEL SERVICE PROVIDER**

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**SACRAMENTO, CA MARCH 1, 2012**– Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corporation, announced today that it has recognized Smile Business Products, Inc. (Smile) as a Platinum Level Service Provider for its high level of achievement in critical areas of service delivery. The Sharp program was designed to distinguish service organizations that not only meet, but also exceed performance benchmarks and the implementation of industry best practices in this area.

“Sharp created The Platinum Level Service Provider Award to recognize the organizations that exceed their customer’s expectations,” said Scott Chatten, senior director, Services and Support, Sharp Imaging and Information Company of America. “Knowing how hard Smile has worked over the past year to provide superior service training programs and excellent customer support, Sharp is pleased to present this much-deserved award.”

To qualify for the program and be eligible to receive the Platinum Level Service Provider Award, an organization must meet several criteria that demonstrate excellent training, education, service support and customer satisfaction. The recognized companies must show commitment to training by having 100% Gold certified technicians, certified on all current models for each sales office, as well as at least one technician per office that is certified in CompTIA PDI+ and CompTIA Net+ standards. In addition, the organization needs to have written service level agreements with their customers and commit to provide quick on-site response (less than four hours) and loaner machines within 24 hours in the event of system failures. They must also follow all preventive maintenance guidelines and practice written total call procedures to maximize mean copies between visits.

“It is an honor for us to receive the Sharp Platinum Level Service Providers Award,” said Gordon Nakagawa from Smile. “We are proud to work with Sharp products, which are

among the most valuable in the line-up that we offer. Smile is dedicated to providing an unprecedented level of customer service with best-in-class technicians and knowledgeable sales personnel that make sure that the each model purchased perfectly fits the client's needs."

As a Platinum Level Service Provider, Smile has demonstrated superior customer support by ensuring that all reasonable efforts have been made before opening a support ticket with Sharp's technical hotline and has provided a 100% call closure. In addition, Smile has delivered consistent performance and quality by only using genuine Sharp parts and supplies.

For more information about the Platinum Level Service Provider program, visit us at [www.smilebpi.com](http://www.smilebpi.com).

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**Sharp Electronics Corporation is the U.S. subsidiary of Japan's Sharp Corporation, a worldwide developer of one-of-a-kind home entertainment products, appliances, networked multifunctional office solutions, solar energy solutions, LED lighting and mobile communication and information tools. Leading brands include AQUOS® Quattron™ LCD televisions and 3DTVs, SharpVision® projectors, Insight® Microwave Drawer® ovens, AQUOS BOARD™ interactive display systems, Notevision® multimedia projectors and Plasmacluster® air purifiers. For more information visit Sharp Electronics Corporation at [www.sharpusa.com](http://www.sharpusa.com). Follow us on [Twitter](#) and watch us on [YouTube](#).**

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