

Dear Copystar Dealer,

The start of a new calendar year is always something to look forward to, and Copystar is delivering incredible promotional opportunities to start the year right!



Playoff Fever January Promotions

January 2X Promotion

To get 2010 started the right way, Copystar is offering a January 2X Promotion; all eligible purchases on machines and accessories (M/A) during the month of January will qualify for double rebate quota attainment (based on actual).

All purchases must be made under Regular Account number, no Major Account Purchases apply. Double revenue credit is based on machine and accessories only. No minimum to qualify. This promotion applies to all quarterly rebates and Growth Plus Programs.



CS 500ci Series – Double Color January Promotion

During the month of January, qualified dealers that purchase a two (2) units total of the **CS 500ci**, plus any other model of the CS 500ci, CS 400ci, CS 300ci or CS 250ci and one (1) DP-750(B) Document Processor will receive one (1) free DP-750(B) Document Processors (IC# 1203LL6KL1), an \$816.00 value!



Model or Option	Item Code	LDC
CS 500ci	1102H72CS0	\$7,242.00
CS 400ci	1102JV2CS0	\$5,700.00
CS 300ci	1102JX2CS0	\$4,378.00
CS 250ci	1102JZ2CS0	\$3,923.00
DP-750(B)	1203LL6KL1	\$ 816.00

Playoff Fever Double Color January Promotion

Promotion Requirements

Purchase one (1) CS 500ci + one (1) additional CS 500ci, 400ci, 300ci, 250ci
 & one (1) DP-750(B) Document Processor

Get one (1) Free DP-750(B) Document Processor

Only January purchases qualify for the Playoff Fever Double Color January Promotion qualify for free DP-750(B). Major account purchases do not apply. Orders can be placed through OTS. At least one mainframe must be the CS 500ci.



CS 820/620 Finisher Promotion

Improving the bottom line is critical, and one of the best ways to increase your profitability is by marketing high-volume MFPs.

The **Copystar CS 820 and CS 620** B&W MFPs will provide your customers with the incredible ultra-reliability and high performance that they demand, and an engine you know you can rely on. Add the tremendous benefit of the 3-year **TASKalfa Warranty** to the equation and your dealership wins with every placement of these high-volume champs.



Copystar is offering free DF-650(B) Finishers for CS 820 and CS 620 MFPs (mix and match) purchased in the month of January!

Model or Option	Item Code	LDC
CS 820	1102KP2CS0	\$11,800.00
CS 620	1102KN2CS0	\$ 8,580.00
DF-650(B) Finisher	1203ML2US0	\$ 1,896.00

Playoff Fever January Promotion		
Promo	January Promo	Savings
CS 820/620 Free Finishers	<i>Buy Two(2) Units (M&M) Get Two (2) DF-650(B) Free!</i>	\$ 3,792.00

All purchases based on Regular Account only. Major Account purchases are not eligible for this promotion. Orders can be placed through OTS.

Build a Winning Team for your Home Field! Showroom Specials and More!



CS 300i Showroom Special

The new **Copystar CS 300i** B&W MFP, at 30 pages per minute, is an exceptional performer with robust features and functions. For customers looking for high reliability at an exceptional cost, the CS 300i is the clear choice. The CS 300i also includes our incredible 3-year **Copystar MFP**

Warranty, so your dealership can be assured of outstanding dependability and durability on this MFP!



During the month of January, Dealers can continue to purchase a maximum of two units of the CS 300i and receive a 10% discount off the mainframe price.

Playoff Fever 300i Showroom Special January Promotion
Model: CS 300i
Item Code: 1102K52CS0
LDC: \$3,737.00
Showroom Special – 10% Off Mainframe LDC Price

Dealerships are eligible for a maximum of two units mix & match purchase per authorized location, Maximum of three locations. Contact your Regional Sales Manager or Area Sales Repr to participate in this promotion (not available via OTS).



FS-C8500DN ECOSYS® Color Printer Showroom Promotion

Kyocera has launched our new **FS-C8500DN ECOSYS® Color Printer** and the image quality and productivity of this exciting new printer is something you will want every customer to see!



At 55 PPM in B&W and 50 PPM in Color, the FS-C8500DN can be the perfect product placement for customers with high-speed print demands.

Playoff Fever 8500 Showroom Special January Promotion	
Model: FS-C8500DN	
Item Code: 1102KA2US0	
LDC: \$3,525.00	
Showroom Special – 10% Off Mainframe LDC Price	



FS-1028MFP Baker's Dozen Promotion

Printer-based A4 Multifunctionals are a growing product segment in today's business environments. Kyocera's new FS-1028MFP and FS-1028MFP/DP models offer tremendous value with standard network printing and copying in B&W, as well as full-color scanning. Marketing these products to your SMB (small-medium business) customer opportunities is essential for your dealership. Designed using ECOSYS long-life components and a low TCO, this product segment is also very important when embarking on an MPS business strategy.



For the month of January, Copystar is continuing a Baker's Dozen promotion; buy twelve units (mix & match) of the FS-1028MFP and FS-1028MFP/DP and your dealership will receive a FREE FS-1028MFP as part of the package.

Playoff Fever Baker's Dozen January Promotion	
Model: FS-1028MFP/DP	Model: FS-1028MFP
Item Code: 1102H92US2	Item Code: 1102H92US0
LDC: \$719.00	LDC: \$602.00
Baker's Dozen – Buy 12 Get 1 Free	

All purchases based on Regular Account only. Major Account purchases are not eligible for this promotion.

Printers! Savings! TAKE ADVANTAGE NOW!



ECOSYS Printer Volume Rebates

Beginning January 1, 2010, Kyocera will offer volume rebates on select ECOSYS® printers for 5+, 10+ and 20+ unit purchase levels on our award winning line up of Printer products.

With demand for affordable color printing increasing, Kyocera's remarkable line of ECOSYS Color Printers, the FS-C5400DN, FS-C5350DN, FS-C5300DN, FS-C5200DN and FS-C5100DN continue to offer the best TCO/TCS value in the industry along with great image quality. In addition, our benchmark desktop B&W Printer series continues to outpace the competition with Kyocera's low TCO/TCS and unsurpassed reliability. Now is your chance to take advantage of volume rebates and increase your profits.




ECOSYS Model	LDC	Level 1 5+ Units Rebate Amount	Level 2 10+ Units Rebate Amount	Level 3 20+ Units Rebate Amount
Color Printer Series				
FS-C5400DN	\$1,530.00	\$ 22.00	\$ 45.00	\$ 75.00
FS-C5350DN	\$1,170.00	\$ 17.00	\$ 35.00	\$ 60.00
FS-C5300DN	\$1,026.00	\$ 15.00	\$ 30.00	\$ 50.00
FS-C5200DN	\$ 840.00	\$ 12.00	\$ 25.00	\$ 40.00
FS-C5100DN	\$ 566.00	\$ 8.00	\$ 15.00	\$ 25.00
B&W Printer Series				
FS-4020DN	\$ 934.00	\$ 14.00	\$ 35.00	\$ 45.00
FS-3920DN	\$ 840.00	\$ 12.00	\$ 25.00	\$ 40.00
FS-2020DN	\$ 616.00	\$ 9.00	\$ 20.00	\$ 30.00

All ECOSYS Printers (regular account only) designated for this volume rebate program purchased during beginning January 1, 2010 are eligible. Levels based on 5+, 10+ and 20+ mix and match. Major account purchases will not be counted towards volume rebate attainment.

Be sure to take advantage of these incredible rebates during the fourth quarter on our hottest printer models so you can drive your printer sales teams with extra incentives or profits.

And...don't forget about the extension of **Peak Performance** award dollars on our ECOSYS Color Printers for your Sales Reps and Sales Managers. This program extension is a great opportunity for your reps to put some extra money in their pockets for the holiday season, and the more Color Printers they sell, the more they earn!

Good Selling!



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