

PRESS RELEASE

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Announcement of new Managing Director for Toshiba TEC Australia

The Board of Toshiba TEC Corporation, Japan, is pleased to announce the appointment of Mr Peter E Parry as the Managing Director of Toshiba TEC Australia Pty Ltd (TTAU), effective from 17th October 2011. He succeeds Mr Daigoro (Davy) Suetsugu, who has been Toshiba TEC Australia's Managing Director for the past 10 months.

Mr Parry, has held a number of senior management roles over twenty five years with another of the Toshiba Group Companies, Toshiba (Australia) Pty Limited (TAP) and he comes to TTAU with experience in Marketing, Sales, Product Development and Supply Chain management. His previous responsibility for International marketing will also benefit TTAU as the distribution territory covers Australia, New Zealand and the Pacific Islands ..

Toshiba TEC Corporation's Global Solutions Business Group (GSBG) Managing Director Mr Masato Yamamoto said Mr Parry's appointment followed an extensive recruitment process which considered a strong field of internal and external candidates.

"The Board is delighted that Mr Parry has agreed to lead Toshiba TEC Australia through the company's next phase of growth. Mr Parry brings to the role a wealth of experience across all aspects of the multi-functional printing industry." Mr Yamamoto said.

Mr Parry said he was proud to be joining Toshiba TEC Australia, a company he believes is well positioned to expand with new products and a demonstrated commitment to customer service. "I believe that the Toshiba brand is one of the strongest in the global market place. Across almost every product category, Toshiba is trusted for quality and reliability. The culture of surpassing customer expectation is one of the core values we have and I look forward to leading this great Australian company during this period of growth," Mr Parry said.

"We have an impressive and constantly evolving range of point of sale and printing solutions. These, coupled with several other products from emerging technologies we will be showcasing soon, will provide the platform for us to achieve significant market expansion. My team at TTAU is committed to maintaining the excellent reputation we have earned over the years and look forward to introducing an increasing number of customers to Toshiba TEC and the Toshiba products famous world-wide for innovation, reliability and quality." Mr Parry added.

Notes to editors:

About TOSHIBA TEC

TOSHIBA TEC is engaged in digital product business of the TOSHIBA group. Expanding its operation for the whole of the world, the range of products is formed by POS (Point of Sales) systems for retail industry, in particular keeping the top market share in Japan, Barcode printing and RFID (Radio Frequency Identification) system for manufacturing, logistic and retail industry, and MFP (Multi-function Peripheral) for the office use. TOSHIBA TEC keeps creating products for efficient business processes and innovated new value with customers in mind.

About TOSHIBA TEC Australia

TOSHIBA TEC Australia (TTAU) manages product planning, marketing, sales, service support and distribution of point of sale systems, barcode printers, peripherals and software information systems throughout Australia and Oceania markets. As a total solution provider, TOSHIBA TEC Australia offers a complete package from consulting and system design to system installation, operation and maintenance. Headquartered in Sydney, Australia, TTAU has three divisions: the POS Retail Division; Auto ID Division and the Service Division.