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For Immediate Release

NovaCopy Recognized For Best In Business

Leading Panasonic Office Systems Dealer Excels at Extreme Customer Satisfaction (XCS)

SECAUCUS, NJ June 1, 2007 — Nashville-based copier dealer, NovaCopy (www.novacopy.com), was recently bestowed a “Best In Business” award in the 100-500 employee category by the *Nashville Business Journal* at their 20th year annual award ceremony. Daren Metz, CEO and owner of NovaCopy was quoted as saying, “the success is due to an unorthodox business strategy; increase spending on customer service when major corporations are outsourcing their call lines and financing.” One example of how NovaCopy improves customer care and efficiency is with the use of computer stations in its Southeast markets which employ technology such as GPS providing service operations the ability to manage technician’s traffic directions and switch to a closer tech while cutting down time for their customers. Metz notes, “Good customer service is a lost art.”

“NovaCopy’s homage to customer service mirrors an initiative that was implemented at Panasonic called ‘XCS’ or *Extreme Customer Satisfaction*. At Panasonic Communications Company of North America (PCCNA), XCS is more than an initiative, it is a mandate, and our mantra,” comments Steve Mullin, President of Panasonic Communications Company of North America. “NovaCopy, one of our most valued dealers, and PCCNA both recognize that best of breed in customer service is a key to success in the office systems business,” notes Mullin.

“PCCNA’s recognition by J.D. Power & Associates is our most recent badge of merit for customer satisfaction. Over 80 years ago our founder, Konosuke Matsushita, defined Panasonic’s primary mission as rendering ‘service first and foremost.’ Today, that dedication to service is embodied in the Extreme Customer Satisfaction --XCS -- which we feel calls for not just meeting customer expectations, but *exceeding* them,” further notes Mullin.

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ABOUT PANASONIC

In the United States, Panasonic Communications Company of North America, unit of Panasonic Corporation of North America, markets a broad line of digital imaging systems, computer peripherals and office system products designed specifically for business use. Products available include color digital copiers, network multifunction devices, document management systems, scanners, electronic/interactive whiteboards, color laser printers, impact printers, and fax and internet fax machines. Headquartered in Secaucus, NJ, Panasonic Corporation of North America is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan. For more information, visit <http://www.panasonic.com/office>.

ABOUT NOVACOPY

NovaCopy is an award-winning dealer for multifunction office copiers and business solutions. Recognized as the BTA National Dealer of the Year and as one of the 500 fastest growing companies in the United States, NovaCopy provides equipment, technical service and document management software to its customers. For more information, please visit: www.novacopy.com

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EDITOR'S NOTE

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Product images can be downloaded from Panasonic's extranet site at b2b.panasonic.com. Username: *images*, Password: *images*. Select *Image Gallery* from the dropdown menu, select a Product Category, choose the appropriate image file.

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