



P R E S S R E L E A S E

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FOR IMMEDIATE RELEASE

OLYMPUS ADOPTS SIRAS.COM'S POS ELECTRONIC PRODUCT

REGISTRATION TECHNOLOGY

**Consumer Electronics Innovator to Employ Cutting Edge Retail Management Tool to Help
Leading Retailers Improve Return Process**

REDMOND, Wash., September 24, 2008 – **SIRAS.com**[®], the pioneer in Point-of-Sale Electronic Product Registration, has announced that **Olympus Imaging America Inc.**, is implementing SIRAS's technology to enhance customer satisfaction and decrease unnecessary costs associated with product returns.

SIRAS Certified products sold at retailers employing the technology are electronically registered at the point of purchase. This assists consumers with lost receipts, warranty inquiries and overall customer service. It also enables retailers to save money by streamlining reconciliation processes, automating specific return policies and identifying when rebates/coupons were used, to name a few. SIRAS's POS Electronic Registration technology reduces return rates by an average of more than 30 percent, which has resulted in millions of dollars in savings for retailers and manufacturers.

"The significant savings that come from giving retailers better warranty and returns management tools underscores the benefits for top selling brands like Olympus," said Peter

Junger, SIRAS's president. "We're excited that Olympus has selected SIRAS's technology to provide their retailers with tools to help manage their businesses more profitably."

To comply with SIRAS's requirements, Olympus products' packaging makes both the product's UPC and serial number clearly identified, barcoded and available for scanning at the store's checkout register. SIRAS's patented methodology uses the combination of UPC and serial number to establish and track a product identifier that is unique to that specific product, like a human fingerprint. Once registered, the product's information, as well as time, date, retailer and transaction number are recorded in the SIRAS National Database. Retailers and manufacturers can use this database to track and verify a product's warranty eligibility and/or validity for return. Olympus joins a growing list of manufacturers with products that are SIRAS-Certified, including, Nintendo, Philips, GE , and others.

Stylus and FE-Series digital compact cameras will be the first Olympus products to receive SIRAS compliance. The stylish and easy-to-use cameras are available from \$120 to \$260.

About SIRAS.com

SIRAS.com is the pioneer in POS Electronic Registration and Return Validation technology, which allows retailers and manufacturers to track products, reduce returns and fraud, protect inventory, validate warranty eligibility, and improve both forward and reverse logistics operations. By tracking only products, not personal data, SIRAS respects and preserves consumer privacy. At the same time, it provides valuable tools for its manufacturing and retail clients to improve operations, visibility and the customer experience throughout the life of the products while realizing maximum profitability. The company has also implemented SIRAS P.I. (Product Information), the first ever, nationwide database initiative designed to help law enforcement officials throughout the country, report, track down, and recover stolen items.

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About Olympus Imaging America Inc.

Olympus Imaging America Inc. is a precision technology leader, designing and delivering award-winning products for consumer and professional markets.

Olympus Imaging America Inc. works collaboratively with its customers and its ultimate parent company, Olympus Corporation, to develop breakthrough technologies with revolutionary product design and functionality that enhances peoples' lives every day. These include:

- Digital Cameras as well as related Underwater Products and Accessories
- Professional Digital SLR Imaging Systems as well as related Underwater Products and Accessories
- Digital and Microcassette Recorders
- Digital Media
- Binoculars

Olympus Imaging America Inc. is responsible for sales in the United States, Canada, Mexico, the Caribbean, and Central and South America. For more information, visit: www.olympusamerica.com.

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