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**Media Advisory: Ricoh Highlights Groundbreaking Digital
Camera at Seybold San Francisco**

*Ricoh's powerful RDC-7 defines next generation of ultra-high-resolution
professional and "prosumer" digital camera*

West Caldwell, N.J., August 28, 2000 – Ricoh PC Peripherals Business Unit will demonstrate the industry-leading abilities of its newest multimillion-pixel digital cameras at the Seybold San Francisco Publishing 2000! event scheduled Aug. 27 to Sept. 1 at San Francisco's Moscone Center. The 3.34 MP (million pixel) RDC-7 is capable of hardware-extrapolated resolutions to 7MP -- suitable for the most high-end print or studio photo applications -- while its video and sound recording multimedia capabilities make it ideal for field based content creation.

The "all-in-oneder" camera will be exhibited in Booth 1525 for the 35,000 Web, print and desktop publishing professionals expected to attend the annual exposition and conference.

The Ricoh RDC-7 camera offers features unsurpassed at any price in its class and is targeted for mobile professionals, designers, artists, and photographers who demand maximum still image quality combined with dual-mode multimedia flexibility in a compact, sleek and revolutionary design.

"The RDC-7 is setting new trends in digital imaging design and capabilities and has been exceptionally well received by leading industry experts," said Jeff Lengyel, digital camera marketing manager for Ricoh PC Peripherals Business Unit. "Its features exceed the increasingly sophisticated demands of both professional and 'prosumer' digital camera users enabling a new generation of creative imaging solutions."

RDC-7

The award-winning Ricoh RDC-7 is available now and is compatible with both Windows PC and Macintosh platforms. It features a revolutionary sleek, ultra-thin design created for the mobile professional and power user. Its imaging, audio and video features are more diverse than any other digital camera on the market today. Based on Ricoh's unique image enhancement technology, the RDC-7 can capture ultra-sharp, extremely high-resolution JPEG and TIFF images equivalent to 7 Megapixels, using an onboard 3.34 CCD. The high-quality 3X optical zoom and one-cm macro capabilities allow a full range of composition, while 8MB of on-board memory with SmartMedia expandability ensure ample storage. A black and white TIFF file format mode turns the RDC-7 into a portable document scanner that captures text and graphic images with unsurpassed clarity. The camera carries a suggested retail price of \$899.99.

About Ricoh PC Peripherals Business Unit

Ricoh PC Peripherals Business Unit, a division of Ricoh Corporation and headquartered in West Caldwell, NJ., is a worldwide market leader in the development, manufacture, distribution and OEM licensing of imaging, digital imaging and multimedia products.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at <http://www.ricohzone.com>. Customer product inquiries and information requests can be directed to Ricoh PC Peripherals Business Unit at (888) 742-6410.

About Ricoh Corporation

Ricoh Corporation, headquartered in West Caldwell, NJ, is a subsidiary of Ricoh Company Ltd., the 67-year-old leading supplier of office automation equipment with sales in excess of \$10 billion. Ricoh Corporation was recently selected as one of the World's Most Admired Companies for the second year in a row by Fortune magazine.

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