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NEW KONICA MINOLTA CAMPAIGN EXPANDS AWARENESS FOR bizhub BRAND

GLASTONBURY, CT/June 2010 – Cronin and Company, a full-service marketing communications agency, launched a new advertising campaign for Konica Minolta Business Solutions U.S.A., Inc. ([Konica Minolta](#)) to continue to build awareness and momentum for their award-winning line of *bizhub*[®] [color multifunctional products](#) (MFPs – print, copy, fax, and scan all in one system). The campaign features two 30-second television spots that will air on national networks including CBS Sports' coverage of the PGA Tour.

“Office business solutions are changing every day and Konica Minolta is staying ahead of the curve,” said Steve Wolfberg, partner, president and chief creative officer for Cronin. “These spots demonstrate that in a fun, memorable and engaging way.”

In the first spot, entitled “Back in the Day,” a “Rookie” employee is getting ready for a meeting. He starts to get heckled by more senior employees who talk about how things were done, “back in the day” prior to Konica Minolta technologies being installed. The second spot, “When I was Your Age” features the same “Rookie” from the first campaign. He is printing a presentation when several other employees walk over and start talking about other business solutions they used when they were his age (i.e. fax machines, floppy discs, scanners) and how easy life has become now that only one machine is needed. To view the spots, visit Konica Minolta on [YouTube](#) or [Facebook](#).



“Our newest ad campaign communicates – in a clever, memorable way – how professionals can quickly learn the value of Konica Minolta's award-winning products and services,” said Kevin Kern, Senior Vice President, Konica Minolta Business Solutions U.S.A., Inc. “We are confident these TV spots will effectively deliver the message that our customers can count on Konica Minolta for all their digital imaging needs.”

Konica Minolta, a leader in advanced imaging and networking technologies for the desktop to the print shop, brings together unparalleled advances in security, print quality and network integration via its award-winning line of [bizhub MFPs](#); [bizhub PRESS® and PRO® digital presses](#); [magicolor® color laser printers and all-in-ones](#); and [pagepro® monochrome laser printers and all-in-ones](#). Konica Minolta also offers advanced [software solutions](#), wide-format printers, microform digital imaging systems, and scanning systems for specialized applications.

Konica Minolta's [Optimized Print Services](#) program not only reduces total cost of ownership, but allows customers to get the most mileage out of each of their printing assets.

Headquartered in Ramsey, NJ, Konica Minolta delivers expert professional services and client support through an extensive network of direct sales offices, authorized dealers, resellers and distribution partners in the United States, Canada, Mexico, Central America and South America.

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include: advertising, interactive, public relations, social media, strategic planning, media, print and broadcast production, database/direct marketing and research. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America, Direct Marketing Association and is a Google Adwords Certified company. Additional information about Cronin is available online at www.cronin-co.com.