

PRESS RELEASE**Citizen appoints EET Europarts as Pan-European distributor**

Citizen's assortment of best-in-class quality printing solutions will strengthen EET Europarts' position as a one-stop-shop for resellers in the POS & Auto-ID business.

The distribution agreement, effective as of November 16, is part of EET Europarts' determined strategy to become a leading distributor of products and solutions for the POS & Auto ID business.

Citizen Systems Europe produces a comprehensive range of printing solutions and designs its machines to meet the specific needs of each application. The range includes tough, contamination-resistant label printers for industrial and logistic environments and compact desktop and portable POS units for retail. It also includes fast, powerful mobile printers for reliable, on-the-spot printing, and print mechanisms for system build.

"It is an important agreement we have made with Citizen," says Group CEO John Thomas, EET Group. "Citizen's leading edge products and technologies will help consolidate EET Europarts' position as an essential supplier and partner for our POS & Auto ID customers on all markets."

EET Europarts is focusing strongly on the POS & Auto ID business, and has expanded the product range substantially in recent years.

Morihito Suzuki, Managing Director at Citizen says: "We are very pleased with the agreement we have made with EET Europarts, providing us a highly professional multi-channel distribution partner, with an ambitious and determined strategy in this specific business area. EET Europarts has proven to be a reliable and serious distributor within the POS & Auto ID area, and will help us provide exceptional product availability and service to customers throughout the EMEA region. Therefore we look very much forward to the cooperation."

Distribution:

For further information about the distribution of Citizen printer solutions please contact the local EET Europarts sales entity.

Contact details can be found here: www.eeteuroparts.com

PRESS RELEASE**About Citizen**

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply. Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

More information can be found on www.citizen-systems.com

About EET Group

EET Group is Europe's leading distributor within: Server, Computer & Printer parts, Mobile Parts & Accessories, Home Entertainment & Lifestyle Electronics, Surveillance & Security, Professional AV & Digital Signage, Point of Sale & Auto ID and Logistical Services.

EET Group was founded in 1986, and is today represented with 31 sales offices in 27 countries across Europe and Africa under the commercial name EET Europarts.

Contact details Citizen Systems Europe:

Jörk Schüßler
European Marketing Manager
Citizen Systems Europe GmbH
Otto-Hirsch-Brücken 17
70329 Stuttgart - Germany
Phone: +49 (0)711 490320
email: joerk.schuessler@citizen-europe.com

Contact details EET Group:

Tommi Brodersen
Group Product Manager – POS & Feeds
ETT Group
Tempovej 41
2750 Ballerup - Denmark
Phone: +45 (0)45 821919
email: tbr@eetgroup.com