



SHARP TAKES ACTION AGAINST COUNTERFEIT FACSIMILE MACHINE CONSUMABLES

MAHWAH, NJ, November 5, 2002 -- Sharp Electronics Corporation has initiated lawsuits against distributors and dealers who are believed to have sold counterfeit consumables used for certain types of Sharp facsimile and multifunctional machines.

The lawsuits were initiated in Texas, New York and New Jersey. Model numbers for the counterfeit consumables are UX-15CR and UX-3CR. The counterfeit consumables are sold in a counterfeit copy of the original Sharp packaging and illegally use the Sharp trademark.

Given Sharp's commitment and reputation for bringing to market products of the highest quality that meet and exceed customer expectations, the company is concerned that customers may be deceived in thinking the counterfeit consumables are genuine Sharp products. The lawsuits are among the steps being taken by Sharp to assure customers that the UX-15CR and UX-3CR products sold in the U.S. are genuine Sharp products. Sharp is further seeking to identify any other entities that may be involved in the distribution of counterfeit Sharp consumables.

Distributors, dealers and retailers who carry these products and want to confirm their authenticity are encouraged by Sharp to contact the Imaging Supplies Coalition for verification. The address is 1750 Alexandria Drive, Suite 6, Lexington, KY 40504. Telephone: (859) 278-3032.

In the near future, Sharp will affix a state-of-the-art holographic sticker on its consumables to prevent the production and distribution of counterfeit products. Genuine Sharp consumables are available directly from Sharp Electronics Corporation and its authorized distributors and retailers.