



Canon supports small businesses with new Back to Work laser printer campaign -- Canon helps small businesses get through post-

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Sydney, 6 January 2011 - Canon Australia today announced the launch of a Back to Work promotion aimed at helping small-to-medium-sized enterprises (SMEs) boost sales during the typically slow post-Christmas period.

Between January 5 and March 31, any business that purchases any product from the entire range of LASERSHOT or imageCLASS printer can redeem a Canon Back to Work value-added pack. The pack includes two free local radio advertisements and a \$50 Google Adwords voucher for businesses to improve their search engine ratings.

The post-Christmas period is a tough time of the year for any business and 2011 will be no exception. Along with that, the interest rate hikes and strong Australian dollar have had an impact on consumer spending, said Darren Ryan, General Manager Consumer Marketing, Canon Australia.

In this economic climate, we know it is tempting for businesses to cut costs across the board. We want to reward businesses that chose to invest in the quality of the LASERSHOT or imageCLASS printer, by further enhancing that investment with tools to help them promote the business.

In the spirit of making a strong start to the New Year, we have created a promotion that will add real value to our customers bottom line, helping them enhance their brands visibility, both online and via local radio, Mr Ryan said.

Canons entire range of laser printers is eligible for this offer, from the compact mono printers to full-colour multi-function devices. Whether youre a home office worker or a small business, theres an ideal model for your needs.

The Canon Back to Work rewards redeemable online by logging into MyCanon and going to www.canon.com.au/LASER/Back-to-School-Work to verify the purchase.