

FOR IMMEDIATE RELEASE  
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## CHESAPEAKE, VA LOCATION FEATURED IN CANON INFORMATION TECHNOLOGY SERVICES NATIONAL ADVERTISING CAMPAIGN

CHESAPEAKE, VA - For the past month Chesapeake, VA has received national attention through an advertising campaign featuring the Canon ITS location based in Chesapeake. Providing industry leading support, Canon U.S.A., Inc. showcased the customer service efforts of Canon Information Technology Services (ITS), Inc. through a national advertising campaign in both print and electronic media. Canon ITS' location in Chesapeake, VA was prominently featured in the campaign that ran during the month of December.

During the two-week holiday period, the Canon ITS campaign highlighted their U.S. based customer support located in Chesapeake and garnered nearly 27 million reader impressions in major daily newspapers and web-based banner ads. A new "Customer Satisfaction" web page, [www.usa.canon.com/satisfaction](http://www.usa.canon.com/satisfaction), was also developed with "Chesapeake, VA Canon's Customer Call Center" shown in the banner.

The Canon ITS' location in Chesapeake, VA provides customer support on all Canon consumer products, including calculators, cameras, printers and SOHO copiers with several million customer contacts handled per year. "Call, and they'll answer the phone by saying 'Canon ITS in Chesapeake, Virginia' . . . and we couldn't ask for a better ad than that. . . This is great exposure for our City and affirms our central location and skilled workers," said Chesapeake's Mayor Alan Krasnoff. "We're honored to have Canon ITS as a member of our community and their willingness to display their Chesapeake location in such a prominent way."

"Canon ITS has found a great home in Chesapeake. Canon has and will continue to benefit from the great location, solid economy and everything else Chesapeake has to offer. We're extremely proud to tell millions of Canon customers per year, that we're located in Chesapeake, VA," said Dan Bell, President, Canon ITS.

Canon ITS is the sole customer support operation for Canon USA's consumer products business. In 1995, Canon ITS relocated from Costa Mesa, CA to Chesapeake, VA. Located in the Greenbrier area of Chesapeake, Canon ITS employs over 500 people providing pre-sales and post-sales support.

Tune into the City of Chesapeake's WCTV (Channel 48) *Thinking Out Loud News Show*, on January 7, 2010 at 7 p.m. where Mark Cox, Public Communications Director, will interview Dan Bell, Canon ITS, on the campaign highlights and benefit to Chesapeake residents which many of whom may be Canon customers.

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