

News Release



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RK Dixon chosen as Elite Dealer 2008 by *OfficeDEALER* Magazine *Innovation and customer commitment set this dealer apart nationally*

DAVENPORT, Iowa (October 14, 2008) – RK Dixon, a leading provider of enterprise and document solutions, announced today that it was selected as an Elite Dealer for 2008 by *OfficeDEALER* Magazine. This award is presented annually to the top office equipment, office products, and office furniture dealers in the U.S. The award is based on a company's superior sales and marketing, dedication to customer service, community involvement and the ability to provide customers with unique and innovative solutions.

RK Dixon was chosen for the distinction based on their commitment to the communities and customers they serve. For 25 years, the mission of RK Dixon has been to develop long-term business relationships with their customers that increase productivity and profitability within their organizations. At the center of this mission is the belief that customers should experience excellent customer service at all times, through all forms of communication.

What helps RK Dixon stand out from other dealers are two innovative campaigns: *Make My Non-Profit Run Better* and Operation Green.

Make My Non-Profit Run Better is an annual event held in one of RK Dixon's locations in Iowa or Illinois. Non-profits in the contest area can enter to win an office technology makeover. Entries are accepted online, and the company hosts the first round of voting before the public narrows the group to 5. The top 5 organizations are then profiled on the RK Dixon website, as well as broadcast on the local news. A second round of voting takes place, and the top three organizations are chosen. The top three winning organizations receive an office equipment makeover valued at \$20,000, \$10,000, and \$5,000. A typical makeover may include a black-and-

white copier, a color copier, a printer, a Windows business server, a Cisco switch and firewall, IT consulting services, ongoing network support, and other technologies to make the winners' offices run more efficiently.

RK Dixon's Operation Green is a campaign designed to help the company and its employees focus on how they can reduce their carbon footprint. Eight "green" ambassadors represent RK Dixon's offices in Iowa and Illinois and at its Davenport headquarters. The ambassadors serve one year terms and will spearhead Operation Green and help develop a company environmental policy and business plan.

"Make My Non-Profit Run Better has been a very rewarding way for RK Dixon to give back to the communities in which we do business," said Bryan Dixon, president and CEO of RK Dixon. "And the response by our employees to Operation Green has made such an impact in our offices. We've also created a white paper on simple, practical advice for developing a green office environment." The white paper is available on the company's Web site for free download.

OfficeDEALER is a magazine for independent office products, office equipment, and office furniture dealers. Each issue explores the issues, trends, and the latest technologies and products affecting today's office products, office equipment, and office furniture dealers. Elite Dealers are announced in the magazine each August.

For more information about RK Dixon, please visit www.rkdixon.com or contact Sue Hill at (309) 692-3300.

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About RK Dixon – RK Dixon streamlines operations and reduces document costs for small to large offices. It provides a broad range of products and services for virtually every critical office application, from copying systems by Canon and Lanier, to integrated computer networks by Microsoft® Gold Certified technicians. This 25-year-old company retains a highly-trained and tenured staff and provides its customers with products boasting over 99 percent uptime. RK Dixon serves 81 counties in Iowa, Illinois, and Wisconsin with office locations in Davenport and Cedar Rapids, Iowa and Bloomington, Champaign, Peoria, Rockford, and Springfield, Ill. For more information, visit www.rkdixon.com or call 563-344-9100 or 800-553-0020.