

News Release



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RK Dixon forms Business Solutions Group in response to customer demand

Company partners with Hewlett-Packard to help customers improve operational efficiencies

DAVENPORT, Iowa (Feb. 25, 2008) – RK Dixon, a leading provider of enterprise and document solutions, announced today the creation of the Business Solutions Group, a division of RK Dixon dedicated to helping customers develop strategies to reduce document output and distribution costs.

The Business Solutions Group, which is made up of several consultants, uses advanced software solutions to help create detailed reports regarding a company's copy and print management costs. The reports can provide information such as printer page counts, service alerts, histories and toner levels. RK Dixon consultants will then use this data to develop a custom program that will effectively reduce customers' output costs.

RK Dixon developed this group in response to customer demand. According to Bryan Dixon, president and CEO of RK Dixon, several RK Dixon customers shared with him their frustrations over the growing portion of their annual revenue needed to pay for output fleet costs.

“Many of our customers have come to realize their printer fleet has grown a bit beyond their control from a support and cost standpoint,” said Dixon. “By leveraging our knowledge and experience in document output solutions with our proven break/fix service strategy, we are strongly positioned to alleviate these pains for our customers.”

To enhance their ability to provide a total managed service program, RK Dixon has partnered with Hewlett-Packard, one of the largest manufacturers of printers in the world. RK Dixon was selected as a SVIP Elite dealer for Hewlett-Packard becoming one of 130 dealers across the country with this certification. SVIP Elite dealers are a select group of dealers that go beyond providing hardware and must demonstrate a consultative sales approach to solve customers' business problems. Hewlett-Packard recently started this program to help decrease the imaging and printing expenses of their clients. The products and services that Hewlett-Packard offers through this program include: the complete portfolios of printers and multifunction systems, document capture services, pay per use for imaging and printing, smart printing services, as well as imaging and printing support.

“The partnership we established with Hewlett-Packard will ensure that our customers are getting the most out of the Business Solutions Group,” said Dixon. “This will allow us to provide our customers with the reliability that Hewlett-Packard is known for as well as the depth that their hardware has to offer.”

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

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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 79 counties in Iowa, Illinois, and Wisconsin with office locations in Davenport and Cedar Rapids, Iowa and Bloomington, Champaign, Effingham, Peoria, Rockford, and Springfield, Ill. For more information, visit www.rkdixon.com or call 563-344-9100 or 800-553-0020.