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# NEWS

## CANON RANKS 14TH OF CANADIAN BUSINESS' TOP 40 BRANDS IN CANADA

**MISSISSAUGA, ON, 3 May 2013** – Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, is pleased to announce that Canon has ranked 14th of the Top 40 Brands in Canada, according to a study by Canadian Business magazine. Canon ranked particularly high in categories relating to corporate reputation, products, and innovation, surpassing competitors in the technology field.

"We are honoured to be considered among the top brands in Canada," says Kevin Ogawa, President and CEO, Canon Canada. "At Canon Canada, we pride ourselves on the quality of our products and services, the strength of our corporate philosophy, and our dedication to innovation. We look forward to continuing to provide leading imaging solutions to Canadian businesses and consumers."

In February and March of 2013, Reputation Institute conducted research polling Canadian consumers about 100 multinational brands and the 50 largest Canadian companies (ranked by revenue). The respondents rated the companies based on seven attributes of recognition: performance, products and services, innovation, workplace, governance, citizenship and leadership.

The reputation scores are based on trust, admiration and respect, good feeling, and overall esteem.

### **About Canon Canada Inc.**

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA celebrating its 40th anniversary, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

For more information, visit [www.canon.ca](http://www.canon.ca) or join us on Facebook at [www.facebook.com/CanonCanada](http://www.facebook.com/CanonCanada)

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