

Sigma Corporation of America Appoints C.R.I.S. Third Party Logistics as Supplier for Service Parts and Accessories Distributor in the United States



Sigma Corporation of America is assigning C.R.I.S. as the supplier for the U.S. market of parts and accessories for service facilities and consumers.

Chandler, Arizona -- August 14, 2007 -- Sigma Corporation of America, a leading supplier of Lenses, Cameras and Flash Systems, announced today that C.R.I.S., a leading Third Party Logistics (3PL) and Third Party Service Provider, will be handling parts and accessory distribution for consumers and repair facilities in the United States market.

In addition to providing service and repair for photographic and digital imaging equipment, C.R.I.S. provides 3PL services to companies for part or all of their supply chain management functions. These 3PL services are scaled and customized to the clients needs based on market conditions and include such tasks as repair service, parts allocation, pick and pack, warehousing, and distribution. "Finding solutions for partners is key to the success of our business," said Mark Treadwell, President and CEO of C.R.I.S. "We became an Authorized Service Center for Sigma Corporation early in 2006, and this felt like the next logical step for both companies."

Sigma has partnered with C.R.I.S. to further expand their capabilities for service, and now parts distribution. Sigma believes this partnership will benefit all parties involved in the manufacturer, distributor, and consumer equation. "This is a strategic solution which allows us to increase our capacity of customer service, as our share of the growing digital camera market continues to increase," added Osamu Arata, President of Sigma Corporation of America.

C.R.I.S. will begin supplying parts and accessories to service facilities as well as consumers beginning August 14, 2007. Information will be available on the C.R.I.S. website (www.criscam.com). The Sigma website (www.sigmaphoto.com) will reflect this transition by providing contact information for C.R.I.S. customer service.

About C.R.I.S.

C.R.I.S. is one of the leading photographic and digital imaging equipment repair companies in the United States with warranty authorization contracts for the majority of traditional film and modern digital cameras. Customers consist of camera manufacturers, photo retailers, schools, institutions, government entities and retail consumers. C.R.I.S. is also the North American distributor for Kyoritsu Electric Company a manufacturer of camera and video test instruments and the exclusive North American camera service center for Ricoh Corporation. C.R.I.S. also distributes Mercury battery adapters for classic and collectable cameras and accessories. The business was founded in southern California the fall of 1984 and strategically relocated to Chandler, Arizona in 1990.

About Sigma Corporation of America

Sigma Corporation, headquartered in Tokyo, Japan, is a major manufacturer of high quality photographic equipment, utilizing many cutting-edge technologies. Since Sigma's founding in 1961, they have grown to become one of the largest manufacturers of SLR lenses, cameras and flash equipment, in Japan. Sigma's success is a result not only of their high tech and high value-for-price products. Sigma's attention to good customer service is also instrumental to their success. Sigma constantly strives to improve both their products and services to customers, both consumer and retail.