

**Year 2009**

## **BUYER AWARENESS PROGRAM**

Thank you for your interest in Sumitomo Electric optical fiber fusion splicers. Sumitomo Electric is a leader in providing the Telecommunications industry with high quality and reliable products that have been designed around the users specific needs. In addition to supplying cutting edge and highly reliable products Sumitomo Electric provides the best and most personal technical and engineering support to all of its customers. At Sumitomo Electric we are fully aware of the time and investment that leads to the important decision of buying our products. We value that decision and consider it the beginning of a long relationship and will continue to provide nothing less than exceptional support for you and your company.

For some time now we have seen, through unauthorized channels, an infiltration into our markets products bearing the Sumitomo Electric name. Many of these products are being sold via unauthorized internet sites at extremely reduced prices. They also have the appearance of being genuine and even new Sumitomo Electric products. These resellers are even advertising extended warranties for these supposed genuine Sumitomo Electric products. This activity is of great concern to us at Sumitomo Electric because of recent findings that put unknowing buyers at risk.

The risk referred to was brought to light when one of Sumitomo Electric's authorized sales channels received a customer complaint this year (2008) about the performance of a Type-39 core alignment fusion splicer. Using the serial number of the splicer it was determined that this splicer was purchased through an unauthorized internet site. The unit in question was shipped to a Sumitomo Electric certified service center for diagnosis, where it was discovered that the internal components were not those of the original equipment manufacturer, but from an after market supplier in Asia. Basically this unit was marketed under the Sumitomo Electric name but was a counterfeit. Unfortunately this was not an isolated event. We have encountered several recurrences of this activity and unknowing customers are the victims.

As mentioned in the first paragraph Sumitomo Electric has been in the business of providing high quality and reliable products to the Telecommunications Industry for many decades. Our products have a reputation of quality that buyers depend on. Unfortunately many of the products found at these internet sites and marketed under the Sumitomo Electric name are not worthy of our reputation because they have been compromised with after market components and are not genuine Sumitomo Electric products. Therefore **NO Sumitomo Electric facility or authorized channel in the United States or abroad will honor warranty claims or even provide service to products that are purchased through unauthorized resellers. Furthermore, Sumitomo Electric WILL NOT sell repair parts to any unauthorized and untrained service centers.**

It is our goal at Sumitomo Electric to make sure all of our customers are completely satisfied and enjoy years of product use as well as fast and reliable support. Thus it is our duty to make potential buyers aware of the risks involved with products marketed falsely under the Sumitomo Electric name. Sumitomo Electric is working with its legal team to put an end to this activity. In the mean time there are steps you the buyer can take to ensure you are buying genuine Sumitomo Electric products and that are backed by our excellent support. Please take the following steps...

- 1) Look for and only buy from sources that display the trade marked Sumitomo Electric "Certified and Guaranteed" seal as shown below.
- 2) Contact Sumitomo Electric directly to verify if the reseller/source from whom you are buying is an authorized channel. (800-358-7378 ask for the Inside Sales Department)
- 3) Ask the reseller for the serial number of the product and then call Sumitomo Electric fusion splicer service department directly to verify whether the serial number is valid. (888-775-4237)
- 4) Visit our website at [www.sumitomoelectric.com](http://www.sumitomoelectric.com) for a list of authorized resellers.

Sincerely,



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