

**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 user's 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 and lasting relationship. Since we respect and appreciate that relationship, we are committed to providing nothing less than exceptional support for you and your company.

For some time now we have witnessed unauthorized channels infiltrating our markets with 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 new and genuine Sumitomo Electric products. These resellers are even advertising extended warranties for these supposedly genuine Sumitomo Electric splicers. 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 past year (2008) about the performance of a Type-39 core alignment fusion splicer. By checking the serial number, 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 counterfeit. Unfortunately, this was not an isolated event. We have encountered several recurrences of this activity and unknowing customers are the victims.

As mentioned, Sumitomo Electric has been in the business of providing high quality and reliable products to the Telecommunications industry for decades. Our products have a reputation of quality upon which buyers depend. 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 ensure that all of our customers are completely satisfied with their purchase, enjoy years of product use, and are equipped with fast and reliable support. Therefore, 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 counterfeiting scheme. In the mean time, there are steps you, the buyer, can take to ensure that you are buying genuine Sumitomo Electric products that are backed by our excellent support and service. 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. (Call 800-358-7378 and ask for the Inside Sales Department)
- 3) Ask the reseller for the serial number of the product and then call Sumitomo Electric’s fusion splicer service department directly to verify whether the serial number is valid. (888-775-4237)
- 4) Visit our website for a list of [authorized resellers](#).

Sincerely,



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