



MSE EARNS FIVE-STAR RATING FROM VARBUSINESS MAGAZINE

LAUDED BY LEADING TECHNOLOGY PUBLICATION FOR PARTNER PROGRAMS

Chatsworth, CA, March 3, 2003 – MSE Corporation, a leading compatible imaging supplies manufacturer was recognized by *VARBusiness* magazine as one of North America's top information-technology (IT) vendors in terms of the support it provides to the value-added resellers (VARs) of its products. MSE received a Five-Star Rating, reflecting the excellence of its partnering programs for IT dealers and consultants.

Of the more than 300 vendor programs reviewed in four categories, only 48 received the coveted five-star rating in the magazine's ninth annual Partner Programs Guide survey. The Partner Program Guide appears in the March 3, 2003 issue of *VARBusiness*.

Robert C. Demarzo, *VARBusiness* editorial director, notes that the solution providers through which MSE channels its products are critical to providing the proper IT strategies and systems to corporations and institutions. "Through their expertise, solution providers add value to MSE's products, ensuring proper, cost-effective implementation of technologies needed to drive business forward," he adds.

MSE CEO, Avi Wazana says: "We are honored to have been awarded the 5 Star rating for the second year in a row. We work hard to support our dealers: especially VARs. When most vendors are cutting their Partner Programs, ours has expanded for the fifth year in a row. We consistently offer more to our MSE Partners every year."

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To determine the top vendor-partner programs and to develop the rankings *VARBusiness* polled more than 180 solution providers, representing various business segments and sizes, to assess the importance of key program elements. The programs were rated by 16 critical criteria, including training and certification. Results were tabulated by Answers Research, a Solana Beach, Calif.-based market research and consulting firm.

About *VARBusiness* magazine

For the past 16 years, *VARBusiness*' strategic resources have been the gateway to the Solution Provider community. *VARBusiness* provides unique strategic business and technology insight for Solution Providers through industry-defining research, in-depth editorial, channel events and innovative Web services, enabling these IT professionals to make educated decisions for their businesses, partnerships and customers. *VARBusiness* has been the recipient of numerous industry awards for both editorial content and design. For additional information about *VARBusiness* products, events and services, please visit our Web site at www.varbusiness.com