

FROST & SULLIVAN JAPAN ULTRASOUND COMPANY OF THE YEAR AWARD

TOSHIBA NEWS

ON SEP, 28TH 2011

Frost & Sullivan today honoured and recognized Japan's best at the 2011 *Frost & Sullivan* Japan Excellence Awards banquet.

Held at the Tokyo American Club, the Awards aim to recognize companies that have demonstrated outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development.

Mr. Robin Joffe, Managing Director, *Frost & Sullivan* Japan said that the Awards seek to recognize best practices and outstanding performance by Japan-based companies in local and regional sectors of Environment, Energy, Healthcare, Electronics, Aerospace & Defense, Automotive and Information & Communication Technology.

He added that award recipients for the 2011 *Frost & Sullivan* Japan Excellence Awards were identified based on an in-depth research conducted by *Frost & Sullivan's* analysts. The award categories offered each year are carefully reviewed and evaluated to reflect the current market landscape and include new emerging trends. (Source: <http://www.frost.com/prod/servlet/press-release.pag?docid=237740535>)

Toshiba Medical Systems Corporation has been awarded from *Frost & Sullivan* Japan as a Japanese Ultrasound Company of the year. This award was established from this year, three categories (generic medicine, medical information system and ultrasound) in healthcare filed were awarded. The evaluated points were:

- Growth Strategy
- Leadership for customers
- Leadership for penetration of the market
- Innovation for products and technologies

