



Mitsubishi Digital Electronics America, Inc. Announces Retail Availability of World's First Laser-Based Television

The Laser Era Has Officially Begun and LaserVue™ Delivers Twice the Color at One-Third the Power

IRVINE, Calif. — October 28, 2008 --- Mitsubishi Digital Electronics America, Inc. today announced the beginning of the laser era and the immediate availability of the world's first, laser-powered television. The Mitsubishi LaserVue™ 65" model is now being sold for \$6,999 at select specialty retailers nationwide. After months of anticipation, many consumers nationally have already purchased LaserVue and have had the rare opportunity to experience the amazing breadth and depth of color that laser television offers. LaserVue has been introduced as the most energy efficient large-format, high-definition television available on the market today. LaserVue not only delivers two times the color¹ of many of today's HDTVs, but it also uses exponentially less power² than LCD and plasma TVs.

"The consumer demand for LaserVue has simply exceeded our expectations and the product is a terrific example of Mitsubishi's technology leadership within the home entertainment market. Bringing laser TV to market is a significant industry accomplishment and we're very proud to be the only TV manufacturer to date that has delivered on the promise of a laser-driven TV," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "With operating power at approximately 135W, LaserVue is environmentally friendly, consuming approximately one-third the power of today's LCD TVs, and one-fourth of plasma TVs. Living in today's green-conscious environment, consumers can enjoy this color-brilliant, ground-breaking home entertainment product while being mindful of energy consumption at the same time."

LaserVue's technology is unparalleled; laser beams provide an extensive range of rich, complex colors, along with truly distinct clarity and immersive depth of field. Precise and focused, the purity of laser light far surpasses current high-definition technologies. LaserVue has demonstrated a reproduction of color gamut in excess of 200 percent of BT.709, delivering two times the color of



many of today's HDTVs. Brightness has been demonstrated at approximately 500 nits. Additional features for LaserVue include Smooth 120Hz[™], x.v. Color[™] and 1080p with an Ultra Thin Frame.

LaserVue is also equipped with 3D-ready³ viewing capabilities, demonstrating Mitsubishi's foray into bringing a true "Hollywood" entertainment experience to the consumer. At 10 inches thin, LaserVue TV has been designed for both floor stand and wall-mount applications and features a full stereo range of sound capabilities with integrated speakers.

"Consumers are now coming to equate LaserVue with the industry's best performing high-definition television, and we are confident that HDTV enthusiasts everywhere will want to quickly get their hands on one," continued DeMartin.

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., the Official HDTV Sponsor of The PGA TOUR, manufactures and markets a comprehensive line of premium quality 1080p Home Theater HDTVs and 1080p Premium Flat Panel HDTVs. Recognized as the world leader and innovator of large display high-definition televisions, Mitsubishi Digital Electronics America builds products that lead the industry in quality, performance and ease-of-use. For additional information about MDEA, visit www.mitsubishi-tv.com

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LaserVue, Ultra Thin Frame and Smooth 120Hz are trademarks of Mitsubishi Digital Electronics America, Inc.

1 LaserVue has demonstrated reproduction of color gamut in excess of 200% of BT.709.

2 Operating power consumption for LaserVue has been measured at 135 watts as measured by a weighted UL standard, which is less than one-third the power consumption of LCD televisions and one-fourth the energy usage of plasma televisions as indicated by manufacturer provided specifications.

3 In order to display 3D images, Mitsubishi Home Theater DLP TVs require source devices to support checkerboard display formats for display of 3D gaming or 3D cinema content. A 3D standard format does not currently exist for Blu-Ray or DVD prepackaged media. A 3D standard may emerge that is not compatible with Mitsubishi Home Theater DLPs. Please visit mitsubishi-tv.com for updates and information.



Contact:

Amanda Ansell
GolinHarris
aansell@golinharris.com
(714) 662-5112