



Official HDTV of the PGA TOUR

Mitsubishi Digital Electronics America Launches Training Website

New flash-driven site includes detailed product information, sales tips

IRVINE, Calif. — October 24, 2007 — Mitsubishi Digital Electronics America, Inc. has launched a new training website that delivers key product and sales information to industry professionals.

The new site, www.mitsutrain.com reflects the growing trend for video on the web and brings e-learning to a whole new level. The innovative website is a comprehensive training approach packed with features that cover nearly every aspect of Mitsubishi full line of microdisplay and flat-panel LCD televisions, including streaming web videos and downloadable iPod video files.

Individual sections within the website focus on features such as Mitsubishi's award-winning sleek design, its exclusive 6-color processor™ and many other technologies. Other sections include ongoing sales promotions and campaigns, breaking news and a history of Mitsubishi Electric's contributions to the TV industry. There's even a quiz for sales professionals to test their knowledge of Mitsubishi products and features.

"This is our newest tool for dealers, sales associates and system integrators, and we think it delivers vital information in a fun, easy-to-use format," said Stan Beil, director of sales training for Mitsubishi Digital Electronics America. "We recently rolled out our mobile training lab, which is visiting dealers across the nation. Our new website complements our other training tools, such as our mobile marketing trailer and provides yet another way to improve sales."

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc., the Official HDTV of the PGA TOUR, manufactures and markets a comprehensive line of premium quality 1080p DLP® HDTVs and 1080p LCD Flat Panel HDTVs. Recognized as the world leader and innovator of large display high-definition televisions,

Mitsubishi Digital Electronics America
9351 Jeronimo Road, Irvine, CA 92618-1904 949.465.6000



Official HDTV of the PGA TOUR

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.

6-color processor is a trademark of Mitsubishi Digital Electronics America, Inc. DLP® is a registered trademark of Texas Instruments. iPod is a trademark of Apple. PGA TOUR and the swinging golfer logo are registered trademarks of PGA TOUR Inc.

###

Contact:

Adam Fenton

Bender/Helper Impact

212.689.6360

adam_fenton@bhimpact.com