



*Official HDTV of the PGA TOUR*

## **Mitsubishi Digital Electronics America Leads in Large-Screen MD HDTV Sales** *North American manufacturer number one in several categories*

**IRVINE, Calif. — Oct. 3, 2007** — Mitsubishi Digital Electronics America, Inc, which introduced big screen, plasma and 1080p televisions to America, leads the industry in sales of large-screen microdisplay 1080p televisions, according to the latest figures from NPD, a leading global provider of consumer and retail market research information.

For the entire calendar year through August, Mitsubishi leads with a 41 percent share of microdisplay sets 70 inches and up. NPD also reports that for the month of August, Mitsubishi was number one with a 32 percent share of all units sold in the 60 inch and above microdisplay category, and a 73 percent unit share for sets 70 inches and larger.

“NPD’s latest data show that consumers are gravitating toward larger screen sizes,” said Frank DeMartin, vice president of marketing at Mitsubishi. “They’re recognizing that today’s DLP televisions are thinner, lighter, and don’t require a large room to enjoy a big screen experience. Consumers are also realizing that they can buy a 73-inch, 1080p television for about the same price of a 46-inch LCD TV.”

### **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 builds products that lead the industry in quality, performance and ease-of-use. For additional information about [Mitsubishi Digital Electronics America](http://www.mitsubishi-tv.com), visit [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com).



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**CONTACT**

Mark S. Scott

Mitsubishi Electric & Electronics USA

714.220.6896

[mark.scott@meus.mea.com](mailto:mark.scott@meus.mea.com)