

Pat Goff's A1 TV and Appliance Hosts Debut of Mitsubishi's Rolling Showroom

Newest 1080p HDTVs arrive in stunning new 53-foot big rig trailer loaded with high-tech gear

EL PASO, Texas — September 14, 2007 — Pat Goff's A1 TV and Appliance in El Paso will host the debut of Mitsubishi Digital Electronics America's rolling showroom from Friday, Sept. 21 through Sunday, Sept. 23. It's the first appearance for the 53-foot big rig trailer, which nearly doubles in width to 24 feet to create a 1000-square-foot showroom filled with the latest high-definition DLP® and flat panel televisions.

More than 2000 people are expected to tour the mobile showroom, and A1 plans to offer instant rebates ranging from \$200 to \$500 to customers who purchase a new Mitsubishi TV during the event. There will be live remote radio broadcasts throughout the weekend, as well as a free continental breakfast for customers.

On display will be more than a dozen 1080p HDTVs, including Mitsubishi's award-winning SuperSlim LCD flat panel and large screen HDTVs with DLP® technology that deliver maximum picture in minimum space. Incorporating Mitsubishi's innovative UltraThin Frame™ design, the sets' frame width is less than one inch wide, so a 46-inch LCD flat panel is only 42 inches wide and sleekly fits into a space equal to or smaller than the typical 42-inch plasma set. The TVs are also thinner and lighter: A 73-inch set weighs less than 100 pounds and has a depth of less than 18 inches, taking up less space than a 46-inch plasma TV on a base.

Mitsubishi's rolling showroom will open on Friday starting at 7 a.m., Saturday at 8 a.m. and Sunday at 9 a.m. Pat Goff's A1 TV and Appliance is located at 3221 Gateway West in El Paso. For more information call 915-562-4444.

###

Contact: Mark S. Scott
Mitsubishi Electric & Electronics USA
714.220.6896
mark.scott@meus.mea.com