

**Mitsubishi Digital Electronics America Committed to Making 3D in the Home
a Reality for Consumers**

IRVINE, Calif. — January 6, 2009 — Mitsubishi Digital Electronics America, Inc. has announced its continued commitment to bring 3D into the homes of consumers. Over the past several years, Mitsubishi Digital Electronics has worked closely with technology and content providers to present consumers with an immersive and compelling 3D experience in the home theater market with Mitsubishi's leading 3D-ready Home Theater HDTV product line.

"As the home theater market continues to flourish and the cinema space continues to embrace 3D, it is clear that this technology will be the next in-demand feature on home theater products," said Frank DeMartin, vice president, marketing, at Mitsubishi Digital Electronics America. "3D in the home is becoming an exciting reality and Mitsubishi's 3D-ready Home Theater TVs will play a key role in allowing consumers to enjoy 3D movies and gaming."

Mitsubishi's entire product line of Home Theater TVs feature 3D-ready technology. The company continues to lead the competition with the largest Home Theater HDTV available at 73". The latest product line includes three 73" models along with 60" and 65" sizes - all featuring thinner frames, increased brightness and 3D-ready capability. Mitsubishi's 1080p Home Theater TVs provide unparalleled picture quality that far exceeds competitive displays, and deliver an optimal experience to enjoy the new generation of 3D home entertainment.

"Consumer demand for 3D-capable HDTVs and content will only increase in 2009 and beyond. The industry can expect Mitsubishi to keep pace with this increased demand while at the same making enhancements to our 3D-ready Home Theater TVs for 2009-2010," said David Naranjo, director of product development, Mitsubishi Digital Electronics America.

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 TVs and Premium Flat Panel TVs along with the world's first laser TV: LaserVue™. 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 [HYPERLINK "http://www.mitsubishi-tv.com"](http://www.mitsubishi-tv.com) www.mitsubishi-tv.com.

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