



Mitsubishi Digital Electronics America Launches LaserVue Carbon Neutral Campaign on Facebook Encouraging Consumers to be Mindful of Energy Consumption

Campaign Follows Launch of Environmentally Friendly LaserVue® Laser Television, Delivering Twice the Color at One-Third the Power

IRVINE, Calif. — April 20, 2009 — Mitsubishi Digital Electronics America, Inc. (MDEA) today announced the LaserVue® Carbon Neutral Facebook campaign. The campaign encourages awareness of harmful carbon dioxide emissions and wasteful energy consumption. It also provides a means for individuals to learn how to become “carbon neutral” by reducing electricity use and carbon emissions and supporting renewable energy through the purchase of carbon offsets. The LaserVue Carbon Neutral Facebook campaign underlines MDEA’s commitment to reduce waste and set higher standards of efficiency throughout the television industry. LaserVue is one of the most operating energy-efficient, large-screen televisions available on the market today.

The LaserVue Carbon Neutral Facebook campaign seeks to educate consumers about the importance of managing their carbon footprint. Nearly everything we do, make, or buy, adds to the amount of carbon dioxide in the atmosphere, which contributes to global warming. The LaserVue Carbon Neutral Facebook campaign aims to inspire individuals to calculate their carbon footprint, reduce what they can and then mitigate the rest with carbon offsets.

For the first 5,000 Facebook and Twitter users to join the LaserVue Carbon Neutral group or follow its Twitter page, MDEA will apply one dollar per person (up to \$5,000) towards the purchase of 500 “carbon offsets” from the non-profit organization, [Bonnevill Environmental Foundation](#) (BEF). The net revenues generated from the campaign will be reinvested by BEF to support the development of new renewable energy sources and watershed restoration projects.



“Through the LaserVue Carbon Neutral Facebook campaign, MDEA hopes to prepare consumers with the information and resources necessary to make a difference in the environment and recognize the importance of purchasing carbon offsets,” said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America, Inc. “We are honored to work with the Bonneville Environmental Foundation, an organization devoted to engaging people in solving the environment’s most pressing issues.”

Announced and available to the public in 2008, MDEA’s LaserVue Laser TV not only delivers twice the color¹ of many of today’s HDTVs, but it also uses exponentially less power² than comparably-sized LCD and plasma TVs.

“Mitsubishi Digital Electronics America’s Laser TV technology is evidence of their commitment to make a positive impact on the environment, and we’re pleased to be part of the LaserVue Carbon Neutral Facebook campaign,” said Patrick Nye, vice president of Bonneville Environment Foundation’s Climate Business Group. “The carbon offsets purchased through the campaign will help support the development of renewable energy in the U.S.; solar power systems for schools and public buildings; wind power systems for farms, ranches and communities; and watershed ecosystem restoration.”

To take part in the LaserVue Carbon Neutral Campaign or for more information, please visit <http://www.facebook.com/pages/Mitsubishi-Laservue-TV-Carbon-Neutral-Campaign/157182795458> on Facebook, <http://twitter.com/mitsubishicnc> on Twitter or the MDEA Web site: www.mitsubishi-tv.com.

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 and Unisen™ 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 www.mitsubishi-tv.com.



About Bonneville Environmental Foundation

An entrepreneurial nonprofit, Bonneville Environmental Foundation (BEF) is creating a more sustainable future by investing now in clean energy and fresh water. When customers purchase carbon offsets and renewable energy certificates from BEF, they not only support the reduction of greenhouse gas emissions and development of new renewable energy, but also long-term watershed restoration projects and renewable energy education for students and communities nationwide. Since its founding in Portland, Ore. in 1998, BEF has been a pioneer in helping people and companies become better stewards of the environment. Learn more at www.b-e-f.org.

LaserVue[®] is a registered trademark, and Unisen[™] is a trademark of Mitsubishi Digital Electronics America, Inc.

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

² Power consumption for LaserVue[™] has been measured at 135 watts as measured by a weighted UL standard.

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