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**MITSUBISHI DIGITAL ELECTRONICS AMERICA ANNOUNCES
DIAMOND SERIES PROJECTOR MARKET STRATEGY WITH PREMIUM 1080p
PROJECTORS, HC7000 AND HC6500**

New Exclusive HD Projectors Showcasing at CEDIA 2008

IRVINE, Calif., September 4, 2008 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high-definition presentation and display products, today introduced its Diamond Series of projectors designed for the finest high-definition home theater environments. Mitsubishi's new channel strategy for its 1080p HC7000 and HC6500 premium projectors signifies the quality and value of its products for end-users and profitability for its loyal channel partners. These new projectors are available exclusively through custom home theater systems integration and high-end retail channels.

“Our Diamond Series of displays feature the finest and most advanced picture quality and color reproduction that Mitsubishi has to offer,” said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. “With our new Diamond Series projectors, we're telling all our customers to expect the best from these new models: rich valuable features for home theater owners, and high quality and profitability for integrators.”

The Diamond Series of projectors includes Mitsubishi's new flagship home theater projector, the HC7000, and the HC6500, both premiering at the CEDIA Expo in Denver, September 4-7, 2008. These HD projectors are designed for home theater aficionados who want to recreate a professional movie theater experience. They boast a new sleek and highly stylized design with a rich black cabinet in either a piano-like high gloss or a matte finish. They are also two of the quietest projectors on the market today, emitting only 17 dBA in low mode.

The flagship HC7000 HD projector is truly cutting edge with its ultra-high speed automatic iris that uses polarization to create one of the highest contrast ratios available in a projector of this

caliber. At 72,000:1, rich details, deep blacks, and great depth and dimension are obvious in dark scenes like those in classic film noir and action films.

The HC6500 projector boasts a 15,000:1 contrast ratio that also increases depth and detail in dark scenes. Its automatic iris function for quick black-to-light image shifts provides dynamic, smooth transitions between light and dark scenes and sharp overall details in dark video images. The HC7000's 1000 ANSI lumens and the HC6500's 1200 ANSI lumens provide perfect brightness for dedicated home theater environments.

Viewing widescreen 2.35:1 aspect ratio films is simple and easy with both new projectors; each provides Anamorphic Lens Modes 1 and 2 support. In the past, users needed an expensive lens railing or tracking apparatus to install or remove an anamorphic lens, depending on the desired 2.35:1 or 16:9 film aspect ratios. With the HC7000 and HC6500 users can now simply position an anamorphic lens permanently in front of the projector lens and select the appropriate Anamorphic Mode 1 or Mode 2, either 2.35:1 or 16:9 aspect ratios, for the corresponding movie format. It's a simple and economical design that saves time and effort while providing the ultimate home theater viewing experience.

“Our HC7000 and HC6500 are designed for home theater owners who want a real movie theater experience by simply turning on the system and enjoying a film,” said Wayne Kozuki, product manager, Mitsubishi Digital Electronics America's Presentation Products Division. “Our new Diamond Series offers a fantastic combination of features that give the best picture quality with a touch of a button.”

Mitsubishi incorporates the Emmy® award-winning HQV (Hollywood Quality Video) high-performance video processor, the Reon-VX video processing chip, into each projector. Reon-VX's HQV processing delivers sharp, detailed HD images by using features such as true 1080i-to-1080p HD deinterlacing and a sophisticated multidirectional diagonal filter that helps ensure video is free from jagged edges. HQV also makes standard definition material approach HD quality by employing advanced scaling, per-pixel detail enhancement and noise reduction technology to remove noise and artifacts caused by compression.

Two HDMI™ version 3.1 inputs provide easy set-up options for multiple video inputs. The projectors' 3 LCD technology delivers unbelievable color, amazing detail and road-tested reliability. Using a durable, advanced inorganic three-panel design, Mitsubishi's HC7000 and HC6500 produce rich and vibrant colors with extraordinary details for outstanding picture quality.

With a lamp life estimated at up to 5000 hours in low mode, Diamond Series projector owners won't have to change lamps often, but when it does become necessary the new design makes replacement quick and easy. Users simply switch lamps through an easily accessible lamp housing without disassembling the mounting structure or other physical handling of the projector.

"We are one of the very few mass-market projector manufacturers with a defined channel strategy," added Chan. "With our new Diamond Series of projectors, we're offering exclusive products through specific channels that can help to satisfy our customers' needs."

Pricing, Availability, Limited Warranty

The suggested retail price of Mitsubishi's HC7000 and HC6500 are \$3,995 and \$2,995 respectively and both will be available this month through authorized Mitsubishi dealers such as Best Buy - Magnolia Home Theaters. Each projector comes with Mitsubishi's two-year limited warranty on parts and labor plus a one-year limited warranty on the lamp.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of display products for professional presentations, home entertainment, and video wall cube display systems and digital signage monitors designed with DLP® or LCD technology. Known for its award-winning, high-quality, accurate color reproduction technology. Mitsubishi display products are sold through authorized distributors, resellers, retailers and system integrators throughout the United States and Mexico. Mitsubishi Digital Electronics America is located at 9351 Jeronimo Road, Irvine, Calif., 92618. For more information, please call 888-307-0312 or visit <http://www.mitsubishi-hometheater.com>

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