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**MITSUBISHI DIGITAL ELECTRONICS AMERICA BRAND LAMPS NOW
AVAILABLE THROUGH JUST LAMPS, INC.**

IRVINE, Calif., May 12, 2009 — Mitsubishi Digital Electronics America's Presentation Products Division, known for award-winning, high-quality, high definition presentation and display products, announced its new distribution relationship with Just Lamps, Inc., the largest projector lamp distributor in the world. Just Lamps provides genuine Mitsubishi replacement lamps for current and legacy Mitsubishi projector models.

“When a lamp burns out a day before a big presentation, the big game or an important college lecture, getting a genuine replacement lamp quickly and easily is the most important thing,” said James Chan, senior director, product marketing, Mitsubishi Digital Electronics America's Presentation Products Division. “Just Lamps has a worldwide network designed to bring our projector lamps to our dealers and end users on a timely basis. We're confident that Just Lamps will provide excellent customer service.”

Just Lamps offers only genuine Mitsubishi lamps; they do not sell copies or branded alternatives that might underperform. These lamps are also covered by Mitsubishi's limited warranty. Stock is available through its worldwide network and prices are competitive. Dealers simply contact Just Lamps via phone or its website, order a replacement lamp, and it is shipped usually in the same day, with next day delivery directly to a user if requested.

“End users are confident that their lamp replacements will arrive on time and work properly; dealers are happy because they don't need a large inventory; and Mitsubishi knows that their customers are getting a high level of quality service,” said Eric R. Lanham, president and chief operating officer, Just Lamps, Inc. “As a trade-only distributor, we're excited to add Mitsubishi's lamps to our product inventory.”

About Just Lamps, Inc.

Established in 2002, Just Lamps was the first specialist distributor of projector lamps anywhere in the world. The company now employs over 80 staff supporting resellers in 50 major countries across the USA, EMEA and Asia. With distribution partners in many of the smaller territories, Just Lamps reaches nearly every corner of the planet and is by far the largest projector lamp distributor in the world. Every brand and model of projector and rear projection TV is covered from one of its five global warehouses to get a replacement lamp delivered the next day. Just Lamps, Inc. is located in Williamsville, N.Y. For more information, please call 716-626-2240 or visit <http://www.justlamps.us.com>.

About Mitsubishi Digital Electronics America Presentation Products Division

Mitsubishi Digital Electronics America's Presentation Products Division markets an extensive line of professional presentation, front-projection high definition home entertainment, and rear-projection video wall cube display systems and digital signage monitors that are designed with DLP® or LCD technology, and is known for its award-winning, high-quality, accurate color reproduction technology. 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-presentations.com>

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