

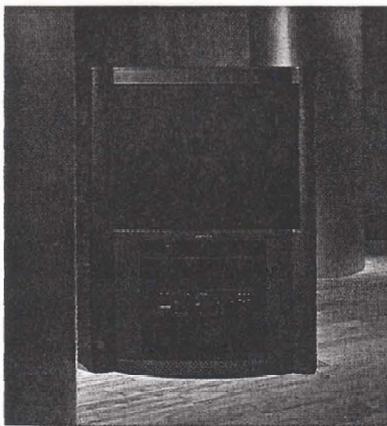
Mitsubishi's Anniversary Edition TVs: Celebrating Ten Years of Leadership In Technology and Lifestyle Innovation by Julie Yamamoto

Mitsubishi has earned a unique position in the television marketplace, particularly when it comes to Big Screens. Over the years, Mitsubishi has continued to introduce milestone after milestone resulting in a long-standing tradition of Big Screen firsts. Mitsubishi was first with a 50", 60" and 70" rear-projection television. Entirely new categories of television were created when Mitsubishi introduced the world's first 35-inch picture tube and the world's first tabletop projection television. These feats were surpassed by Mitsubishi's introduction of the world's largest consumer direct view television in the 40-inch picture tube.

Now, Mitsubishi continues its tradition of technological achievement and consumer lifestyle innovation in the 35-inch and 40-inch Anniversary Edition televisions. The new dazzling design on the CS-35405, CS-35505, CS-35805, CS-40507, and CS-40805 incorporates four unique cosmetic enhancements designed to appeal to today's consumer. Mitsubishi is the only manufacturer in the world to offer a 40-inch direct view television, and now we

are the only manufacturer to provide a new design alternative to fit into the '90s home lifestyle.

The rounded back not only reduces the depth perception but also looks attractive from any angle, enhancing the overall room appearance. This



design detail fits well into the lifestyle of the Big Screen owner since nearly half of 40" owners place their television in a corner.

The hidden cord feature also enhances room appearance, while adding an element of safety by reducing the potential for children or pets to pull on or bite the cords.

The integrated base provides abundant storage for equipment and software. Our research has revealed that consumers are connecting

more types of equipment, such as cable boxes, stereos, etc. to their 40-inch sets. So, as the consumer's storage needs grow, Mitsubishi is growing the product to fit the modern lifestyle.

The addition of a CORIAN® top is a first in the TV industry. CORIAN® was chosen as it provides an attractive, unique look to the set in a high-quality material that is well respected by consumers. The durable surface will stay beautiful throughout the years, whether the VCR, stereo system, family portrait, or family cat sit on top of it. The attractiveness will not diminish over time due to CORIAN's resistance to scratches, stains, fading and discoloration.

Mitsubishi's Big Screens are, to the genuine enthusiast, the world's finest vehicles for Home Theater. Now that the Anniversary Edition sets have arrived, this unparalleled experience is no longer limited to traditional settings. Accepting no compromises in performance or design, Mitsubishi's Anniversary Edition sets bring a distinctive touch to Home Theater for the discriminating consumer who is accustomed to nothing but the best.

CORIAN® is a registered DuPont Company trademark.