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Tuesday November 18, 7:02 am Eastern Time

## Company Press Release

# Mitsubishi Consumer Electronics Announces Public Web Site

## Extensive Product Information Available at <http://www.mitsubishi-tv.com>

ATLANTA--(BUSINESS WIRE)--Nov. 18, 1997--Mitsubishi Consumer Electronics America Inc. (MCEA) Tuesday announced the introduction of its public Web site at <http://www.mitsubishi-tv.com>.

The MCEA site greatly enhances the breadth of the information available at Mitsubishi Electric's Global Home Page (<http://www.mitsubishi.com>) by providing details about the company's audio/video products, which have continually generated the highest consumer demand for additional information on the Global Home Page.

- ~ The MCEA corporate Web site, developed to provide up-to-date product information as the primary focus, was also created to provide fast access via a simple, clean design that displays well on most major browser platforms and standard modem speeds.

Flashy graphics and technology that increase download time without necessarily adding functionality were avoided to ensure that consumers have fast access to the product information they need to make informed purchase decisions.

Included on the site is a complete MCEA Product Guide, comprising Big Screen TVs, Color TVs, Home Theater Audio/Video, the Diamond Series top line TV/Audio/Video, and hot new products, such as the DiamondPanel Flat Panel Display TV, WebTV Receiver, and the Mitsubishi DVD Player.

The site also features a reference and help area, a lifestyle area, and a corporate profile area to address any information requirement the consumer may have about Mitsubishi Consumer Electronics America Inc. or its products.

While the focus of the first generation site was to provide the most critical product information to the consumer as quickly and professionally as possible, MCEA is evaluating future upgrades to the site, such as dealer referral and customer response systems, special online offers and promotions, and so on, to enhance future functionality of the site.

With experts predicting between 40 million and 100 million people in the United States logging on to the Internet by 2000, we believe it is strategically important to focus on Web content that will have the greatest impact on the consumer's purchase decision and long-term satisfaction and loyalty, said Julie Yamamoto, site administrator for Mitsubishi Consumer Electronics America.

- ~ Flashy technology is not necessarily going to have as significant an impact for our consumers as will a commitment to supporting their informed purchase decision and long-term satisfaction with our product.

The audio/video division of MCEA manufactures and markets a comprehensive line of premium quality direct-view and projection televisions, VCRs and audio products for complete home theater systems. Recognized as the innovator of big screen technology, MCEA develops audio and video products that lead the industry in performance, ease-of-use and system integration. MCEA is a subsidiary company of Mitsubishi Electric America Inc., which is a subsidiary of Mitsubishi Electric Corp.

MCEA has headquarters at 6100 Atlantic Blvd., Norcross, Ga., 30071, and has manufacturing facilities in Braselton, Ga., Mexicali, Mexico and an engineering center in Costa Mesa, Calif.

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