



## **Mitsubishi Digital Electronics America, Inc. Joins MRM National Recycling Effort**

### **Television Manufacturer Continues to Reduce Impact on Environment with Eco-Friendly Initiatives and Energy-Efficient Products**

**IRVINE, Calif. — October 13, 2009** — As part of its ongoing environmental efforts, Mitsubishi Digital Electronics America, Inc. (MDEA) today announced that it is joining the Electronic Manufacturers Recycling Management Company's (MRM) national recycling initiative. Effective immediately, all MDEA TVs can be recycled at no charge to the consumer through MRM's growing infrastructure of drop-off locations around the United States.

"MRM is immensely pleased to welcome Mitsubishi to the growing family of manufacturers seeking to provide environmentally responsible recycling opportunities to customers in all 50 states," said David Thompson, president of MRM. "With the popularity of new television technologies, we are seeing a tremendous need for recycling televisions and we applaud Mitsubishi for its efforts to help the environment and make recycling easier for consumers."

By joining MRM's recycling initiative, MDEA bolsters its existing eco-friendly efforts, including advancements in reducing the energy consumption of its products. MDEA has a robust selection of highly energy efficient TVs including the company's Home Theater TV series and LaserVue<sup>®</sup>, the most energy-efficient large-format, high-definition television available on the market today. With operating power consumption at approximately 135W, LaserVue uses exponentially less power<sup>1</sup> than comparably-sized LCD and plasma TVs.

"With the addition of the MRM recycling program to our already aggressive environmental efforts, Mitsubishi hopes to significantly reduce the eco-impact of electronics-based waste," said Frank DeMartin, vice president of marketing, Mitsubishi Digital Electronics America, Inc. "Whether it is recycling or leading the industry in creating energy-efficient TVs, Mitsubishi is committed to help make this world a better place for future generations."



For a listing of MRM recycling drop-off locations, please visit [www.MRMrecycling.com](http://www.MRMrecycling.com).

To learn more about MDEA's energy efficient Home Theater TVs, LaserVue and the LaserVue Carbon Neutral Campaign, please visit: [www.mitsubishi-tv.com](http://www.mitsubishi-tv.com) and <http://www.facebook.com/pages/Mitsubishi-Laservue-TV-Carbon-Neutral-Campaign/157182795458> on Facebook, and <http://twitter.com/mitsubishicnc> on Twitter.

**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™ Immersive Sound 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](http://www.mitsubishi-tv.com).

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LaserVue® and Unisen™ are trademarks of Mitsubishi Digital Electronics America, Inc.

<sup>1</sup>Operating power consumption for LaserVue® has been measured at 135 watts as measured by a weighted UL standard.

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