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MRM CONSUMER ELECTRONICS RECYCLING PROGRAM WINS FIRST NATIONAL 'PLUG-IN TO eCYCLING TV RECYCLING CHALLENGE' FROM U.S. ENVIRONMENTAL PROTECTION AGENCY

***MRM, Founded by Panasonic, Sharp & Toshiba, Takes EPA Award For Its
Innovative Approach to Recycling Consumers' Televisions***

WASHINGTON, DC (November 10, 2009) –MRM, a leading provider of electronics recycling management services to manufacturers, has won the Plug-In To eCycling's TV Recycling Challenge, a U.S. Environmental Protection Agency (EPA) program. The TV Recycling Challenge is a national competition started this year, calling upon television manufacturers and electronics retailers to partner in creative ways to increase responsible recycling and collection practices for end-of-life TVs in 2009 and beyond.

MRM was tapped for the honor over several other programs after being evaluated on the basis of its partnerships; innovation; longevity; consumer outreach; accessibility; pounds of TVs collected; and ability to ensure that responsible recycling practices are followed. In making the award, EPA cited MRM's "wide reach" and "different approaches to collecting TVs, including working with charities and self storage units."

"By participating in the TV recycling Challenge, companies like MRM demonstrate leadership and innovation in conserving energy and resources through recycling electronics," said Matt Hale, Director, Office of Resource Conservation and Recovery, U.S. Environmental Protection Agency. "MRM is to be commended for providing people opportunities to recycle, especially at a time when people were increasingly looking for ways to safely get rid of their old TVs."

The Challenge was created this year by the EPA to raise public awareness of the importance of responsible recycling of televisions and to recognize significant achievement by manufacturers and retailers in providing convenient and consistent ways for consumers to safely recycle their old TVs. Overall, since the Plug-In To eCycling program began in 2003, partners have recycled more than 200 million pounds of electronics, including televisions as well as computers and cell phones.

"MRM is thrilled and honored to receive this prestigious award from the U.S. Environmental Protection Agency, recognizing our commitment to properly recycle televisions and our program's success in making it convenient for consumers to do so," said David Thompson, MRM President. "The MRM program is designed to be easily scalable, and in its first three years alone has established some 390 drop-off sites located throughout all 50 states, and we are continuing grow both the number of recycling collection sites and the number of manufacturers who use our MRM's services."

"Panasonic is now celebrating its 50th year in the United States and the creation of MRM is another example of our long-standing efforts to protect the environment in all that we do," said Peter Fannon, Vice President, Corporate and Government Affairs, Panasonic Corporation of North America. "We are immensely proud of this award for MRM's innovative efforts in recycling, and join our founder partners in thanking the EPA for this recognition. Globally, Panasonic Corporation's 'Eco Ideas' initiatives seek to make continual environmental

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improvements in all the company's operations and activities; and as one measure, Panasonic Corporation expects to have reduced its CO2 greenhouse gas emissions by fiscal 2011 to the level of ten years earlier despite increases in manufacturing output."

"Sharp's dedication to environmental stewardship is a long standing corporate core value that's demonstrated in our products and our business activities – from the world's most energy efficient televisions to the most environmentally advanced factory," said Stewart Mitchell, Senior Vice President, Chief Strategy Officer, Sharp Electronics Corporation. "We're proud of the progress made through the MRM partnership and Sharp remains committed to leadership in greener practices and greener products."

"As a founder of MRM, an organization that truly sets the standards in electronics recycling, Toshiba is pleased to see MRM receive this award and recognition from the EPA". This demonstrates first-hand our commitment for a greener earth," said Maria Repole, AVP, Corporate Communications, Toshiba America Consumer Products. "Toshiba Corporation is dedicated to playing a leading role in helping establish a sustainable society as made evident by our corporate program, Environmental Vision 2050. Our initiative places a great emphasis on recycling, which combined with our Environmentally Conscious Products, commitment to greenhouse gas reduction and tree planting philanthropic efforts all lead to an environmentally sustainable future."

MRM, the Electronic Manufacturers Recycling Management Company, was founded in 2007, by [Panasonic](#), [Sharp](#) and [Toshiba](#) - all leaders in green electronics manufacturing and activities. These companies are committed to environmentally sustainable practices in the manufacturing and distribution of their products. MRM seeks to provide a platform for all electronics manufactures and retailers to contribute to the development and management of a sustainable recycling system for electronic products.

The joint venture company was created to meet the needs of consumers for convenient access to electronics recycling opportunities across the country, and to serve the needs of electronics manufacturers for electronics waste processing under a variety of voluntary programs as well as various recycling laws. As MRM takes a collaborative approach to industry participation and offers the most expansive recycling network in the U.S., the company was pleased to welcome Mitsubishi Digital Electronics America, Inc., as a sponsor company in July 2009. MRM expects additional manufacturers to join this innovative national recycling program in the near future.

For additional information on the EPA TV Recycling Challenge, please visit www.epa.gov/plugin. For more information about the award-winning MRM program, and to find electronics recycling locations, please visit www.MRMrecycling.com.

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