

Guinness World Records Recognize Dallas Cowboys and Mitsubishi Electric Diamond Vision for World's Largest Video Display

*Four-Sided, High-Definition Screen Equivalent of 3,268 TVs Hangs Above Cowboys Stadium
Playing Field*

London, UK. — September 29, 2009 — Mitsubishi Electric gained yet another entry in the Guinness World Records book with the recognition of its revolutionary Diamond Vision® video boards at Cowboys Stadium as the World's Largest High-Definition Video Display. The official certificate presentation took place during a pre-game ceremony on September 28, just prior to the Cowboys vs. Carolina Panthers Football game, which was aired on national TV in the US.

The world's first four-sided, center-hung, high-definition video display in a stadium consists of four Diamond Vision® LED video screens, with the two main sideline displays measuring 72 feet high by 160 feet wide, and two Diamond Vision® end-zone displays measuring 29 feet high by 51 feet wide. Weighing 600 tons, the screens are suspended 90 feet directly over the center of the playing surface and stretch from nearly one 20-yard line to the other.

With a total viewing area of 11,393 square-feet, the Diamond Vision® display is equal to 3,268 52-inch televisions, and has 10,584,064 LED lights.

“This was probably the most exciting project we've ever been involved with,” said Mark Foster, general manager of Mitsubishi Electric's Diamond Vision Systems. “The Dallas Cowboys are one of the most innovative teams in the NFL, and their new stadium reflects that. These scoreboards and displays are the realization of the Cowboys' commitment to their fans and the sport. We are very proud that the Cowboys organization turned to Mitsubishi Electric to deliver their vision as part of this incredible project.”

"We're extremely proud of our world-class Mitsubishi Electric Diamond Vision screen," said Dallas Cowboys Owner Jerry Jones. "We have designed everything about Cowboys Stadium to provide an unequalled experience for our fans, and this screen is the centerpiece of what we have created for them."

Mitsubishi Electric has now been recognized by Guinness World Records five times for its accomplishments, and the Cowboys' board is the fourth Diamond Vision® screen to be honored by Guinness. The first came in August, 2003, for the World's Longest Video Display for the Hong Kong Jockey Club Sha Tin Racecourse in Hong Kong which was installed in August 2003. In March 2005, GWR recognized the Diamond Vision® LED display at Turner Field in Atlanta as the World's Largest High-Definition Television Screen, and in September 2005 the Mitsubishi Electric video board at the Japan Racing Association Tokyo Racecourse was certified as the World's Largest Television Display. In 1993, Mitsubishi Electric was recognized for designing and installing the world's fastest elevator — capable of traveling 750 meters per minute (approximately 28 miles per hour) — at the Landmark Tower in Yokohama, Japan.

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About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE:6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric Europe B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation helping European customers meet their business challenges, through providing innovative technologies and high quality products and solutions. For more information about Mitsubishi Electric Europe B.V. see www.mitsubishielectric.eu