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**NEC DISPLAY SOLUTIONS SUPPORTS
18TH ANNUAL ESPN ESPY AWARDS**

2010 Gala Marks Seven Years of NEC Participation

CHICAGO – July 14, 2010 – While [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, will never be an official winner of an ESPN ESPY Award, the company’s strong show of support for the premier athletes in professional sports will again be evident tonight at this preeminent awards gala.

Since 2004, NEC has supported the show as well as [The V Foundation for Cancer Research](#), a charity founded by the late Jim Valvano, former ESPN commentator and men’s basketball coach of North Carolina State University.

“The tenacity and perseverance of Jim Valvano are attributes with which NEC will always want to be associated,” said Ashley Flaska, Vice President of Marketing for NEC Display Solutions. “As a leader in its own industry, NEC is proud of its close relationship with The V Foundation and the ESPY Awards.”

Valvano was awarded the ESPY’s first Arthur Ashe Courage Award at the inaugural show in 1993. During his acceptance speech, Valvano announced the creation of the foundation. Every year, ESPN continues to honor Valvano’s memory with The V Foundation as the official charity for the ESPY Awards.

“The V Foundation is proud to have the support of NEC Display Solutions at the ESPY Awards,” said Nick Valvano, CEO of The V Foundation. “Their commitment to helping fund cancer research embodies our mission, as we are one team fighting for one cause.”

The [ESPY Awards](#) is an annual event created and broadcast by ESPN to celebrate its legacy as a sports channel and to honor the year’s best athletes. The 18th annual ESPY Awards ceremony will air on ESPN tonight at 8pm CT from the Nokia Theatre in Los Angeles.

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary>.

About VUKUNET

VUKUNET, powered by NEC Display Solutions of America, is the universal advertising platform that connects digital out-of-home networks with ad revenue. VUKUNET is a web-based tool that provides a centralized, automated place for network owners to connect their screens to advertisers looking to place their digital ads. Advertisers and ad agencies can use the companion ADVUKU ad-serving platform to search for the best networks in any location. For additional information about VUKUNET, visit www.vukunet.com or call 877-805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/PressResources.aspx>. For additional information on ADVUKU, visit www.advuku.com.

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$95 million to fund cancer research grants nationwide. It awards 100 percent of all new direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received seven consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive awards process strictly supervised by a Scientific Review Committee. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.