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NEC DISPLAY SOLUTIONS STRENGTHENS CHANNEL PARTNER PROGRAM

ChannelLink+ Offers New Components, Easier Access; Solution Provider Feedback Keys Changes

CHICAGO – May 30, 2006 – Drawing on the strength of its channel relationships, NEC Display Solutions of America, a leading stand-alone provider of flat panel desktop and large-screen displays, today announced major enhancements to ChannelLink, its award-winning channel partner program. Renamed ChannelLink+, the newly revamped program has been developed through the ideas and valued feedback gathered by NEC from its vast reseller and system integrator network.

Because most system integrators do business in several vertical markets such as financial, medical and digital signage, NEC has several market-specific programs to address the unique requirements of these various segments. The ChannelLink+ program consolidates all of NEC Display Solutions' channel programs into one comprehensive offering, providing resellers and system integrators with a single portal when selling NEC-DS LCDs and CRTs.

Key enhancements to ChannelLink+ include:

- **Program debit card** - ChannelLink+ program rewards are automatically loaded onto a Visa[®] debit card for shopping, dining and traveling anywhere Visa is accepted
- **Awards and incentives** – Points accumulated through qualified sales of NEC Display Solutions products can be used to earn richer rewards and a broader selection of award merchandise
- **Business building opportunities** – Access to all of NEC-DS reseller programs, including introductions to new markets, educational tools and vertical selling tools to help resellers enhance their margins
- **Marketing & sales tools** for a variety of markets – An automated bid desk, joint sales calls, fresh leads and a robust demo program are just some of the resources available to integrators to help them create leads and close business

- **Customized and secure extranet platform** – Users get a personalized dashboard delivered right to their desktops so they receive only the information relevant to their businesses
- **Resource Center** - With case studies, “How To” guides and other useful information, the Resource Center is stocked with materials that help resellers sell NEC Display Solutions products and penetrate new and emerging markets

“The launch of the new ChanneLink+ program is one of the most exciting program announcements we’ve had at NEC,” said Anne Tuisl, Director of Marketing Communications and Channel Programs, NEC Display Solutions. “We’ve conducted hours of interviews and attended several channel events in order to listen to the thoughts and ideas of the resellers and system integrators who have been so vital to our business. It is their input and feedback that have driven our partner program enhancements.”

To simplify the reseller experience with NEC-DS partner programs, NEC has employed an umbrella strategy by rolling all of its business-building programs under ChanneLink+.

“We always recommend NEC to our customers because of the quality and service they bring to our business,” said Al Freeman, President of Bronx, N.Y.-based Computron Technologies, Inc. “The improvements to ChanneLink+ will make it easier for us to not only manage our participation in the different vertical programs, it will also be a lot easier for us to redeem our points.”

The NEC-DS partner programs that have been rolled into ChanneLink+ Partner Program include:

System Builder Select™

Created by system builders for system builders, this program provides unprecedented value and support for all types of builders when selling NEC-DS products.

Consumer Select™

This exclusive program is designed to support those solution providers that sell NEC-DS products into consumer/retail environments.

Display Solutions Select™

By bringing integral display solutions components together, the Display Solutions Select program provides solutions selling resources as well as access to NEC’s broad partner program to help integrators sell digital signage or other larger display solutions.

GovClub™

GovClub is a membership program with exclusive pricing and other benefits to resellers who sell into the state and federal government.

ProPartner Select™

ProPartner Select was created to provide resellers that target digital professional and other color-critical markets with unprecedented value and support when selling select NEC-DS monitors.

For additional information on ChanneLink+ Program, resellers and solution providers can visit www.necchannelinkplus.com.

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading provider of innovative LCD displays and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for the consumer, enterprise, professional, medical and digital signage markets. NEC Display Solutions ranked as the #1 stand-alone LCD monitor provider in the U.S. in the commercial market for CY2005, according to NPD*, and as the number one best-selling large-screen commercial LCD monitor provider worldwide for all of CY2005, according to DisplaySearch. For more information, please call 1-866-NEC-MORE, or visit www.necdisplay.com.

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For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at: www.necdisplay.com/protectyourimage/. For digital images, please visit www.necdisplay.com/mml.

*The NPD Group