

For NEC projector and plasma images:
<http://www.necvds.com/Pxchange/igallery.php>

For Immediate Use:

Contact

Amanda Dvorchak
NEC Corporation of America
amanda.dvorchak@necam.com
(630) 467-4149

HAVE SOME FUN AND WIN A 42-INCH NEC PLASMA DISPLAY
Five Top Winners of NEC CUBEmania Game Will Win a High-resolution Plasma Display

CHICAGO, October 23, 2006 – Are you the type of person who could spend hours testing your luck at a slot machine? What about if it was a *free* slot machine that spilled out a high-resolution plasma display instead of quarters? Then you have what it takes to play NEC's new CUBEmania game which tests players timing and precision in an online spinning cube. NEC Corporation of America (NEC), an industry leader in projectors and plasma displays, wants to reward five top winners with a new 42-inch flat panel plasma display!

The game begins by challenging the player to stop their spin at the exact point when the same projector or plasma line up in the middle row. The top twenty scores are continuously updated and the site also has a message board to encourage "friendly competition". The top winner during each promotion period gets a new 42-inch NEC home theater plasma display! Visit www.NECcubemania.com today to play!

NEC CUBEmania hopes to captivate the IT audience in the same way that the wildly popular 2005 NEC IT Guy games did, which garnered 184,655 visitors to the website! Close to 5,000 people played the game and hundreds were immersed with daily postings on the message board.

"Advergaming continues to grow in popularity and present a fun, interactive environment to boost brand awareness and complement traditional marketing," said Pierre Richer, senior vice president, NEC Corporation of America, Visual Systems Division. "Building upon the success of the IT Guy Games, we created something even more addicting, NEC CUBEmania."

There are five chances to win at NEC CUBEmania. The player who has the highest score at the end of each promotion period wins the 42XR4 (or equivalent) plasma display and their choice of a stand or mount!

The NEC 42XR4 plasma display features enhanced contrast, brightness and sharpness, displaying the clearest images ever. This sleek high-resolution plasma is HDTV-compatible and features enhanced picture-in-picture and an extremely long 60,000 hour half life. The 42XR4 is \$3,499* and is available now.

Visit www.NECcubemania.com to play!

NEC Corporation of America, Visual Systems Division (VSD) is a leading provider of professional grade plasmas and projectors in North America. Visual Systems is a division of NEC Corporation of America and is backed by NEC Corporation – a Global Fortune 100 company with over \$41 billion in revenue and 154,000 employees worldwide. NEC's full line of digital projectors and plasma screens display crystal clear images every time. For more information, please visit www.necvisualsystems.com or call 1-800-NEC-INFO.

About NEC Corporation of America

NEC Corporation of America is a leading technology provider of IT, network and visual display solutions. Headquartered in Irving, Texas, NEC Corporation of America is the North America subsidiary of NEC Corporation (NASDAQ: NIPNY). NEC Corporation of America delivers technology and professional services ranging from server and storage solutions, digital presentation and visual display systems to biometric identification, IP voice and data solutions, optical network and microwave radio communications. NEC Corporation of America serves carrier, SMB and large enterprise clients across multiple vertical industries. For more information, please visit www.necam.com.

*All prices listed are Manufacturer's Suggested Retail Price (MSRP), and actual price may vary.

©2006 NEC Corporation of America
DLP® and the DLP logo are registered trademarks of Texas Instruments.

#