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**NEC DISPLAY SOLUTIONS ANNOUNCES CHARITY EVENT AT
INFOCOMM 2010**

***Proceeds to Benefit Jimmy V Foundation; Grand Prize Winner Receives
Trip to Los Angeles for ESPY Awards***

CHICAGO – May 25, 2010 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, in partnership with the Jimmy V Foundation, announced today a charity event at InfoComm 2010 that will land one attendee a trip to the 2010 ESPY Awards show in Los Angeles.

Proceeds from this unique win-win promotion will benefit the [Jimmy V Foundation](#) while providing an opportunity for participating exhibitors to dramatically increase their exposure at the conference. [InfoComm 2010](#) will take place on June 9-11, 2010, at the Las Vegas Convention Center in Las Vegas, Nev.

Show exhibitors have the opportunity to participate with NEC by signing up to be listed on the “V Punch Card.” Attendees who visit NEC’s booth (No. N903) can begin their ESPY Quest by donating a dollar to the V Foundation, and receiving a rubber V Foundation bracelet and V Punch Card. They must then visit every exhibitor listed on the punch card for the chance to win the trip to the 2010 ESPY Awards.

Participating exhibitors include: Almo Professional A/V (Booth No. N1125); Chief Manufacturing, Inc. (Booth No. C4435); GEFEN, Inc. (Booth No. N1751); Intel (Booth No. N903); Jelco, Inc. (Booth No. N2039); Peerless Industries, Inc. (Booth No. C5842); and Stampede Presentation Products (Booth No. C4763).

For every attendee that visits a participating booth, the exhibitor will match the \$1 donation. All proceeds of the bracelets, punch cards and matched gifts will benefit the Jimmy V Foundation for cancer research. The winner of the trip must be present at the drawing at 10 a.m. on June 11 in the NEC booth.

“This is a tremendous opportunity to help a wonderful cause, and one that is particularly meaningful to us because of the NEC employees and family members who have unfortunately been beset by this disease,” said Ashley Flaska, Vice President of Marketing for NEC Display Solutions. “Reminiscent of Jimmy Valvano running around the floor following North Carolina State’s monumental upset of Houston in the 1983 NCAA men’s basketball championship, we’d love to see the same exuberance from folks getting their V Punch Cards punched at InfoComm.”

The 18th Annual ESPY Awards ceremony will take place July 14 at the renowned Nokia Theatre in Los Angeles and will be hosted by “Saturday Night Live’s” Seth Meyers. On that night, the elite from the world of sports and entertainment will come together for a live broadcast, the first since 2003, to recognize the best plays, biggest upsets and most outstanding performances across all sports.

In a fitting tribute to the passion he displayed in the game of life, Valvano was awarded the ESPY’s first Arthur Ashe Courage Award during the inaugural show in 1993. It was during his acceptance speech that he announced the creation of The V Foundation for Cancer Research and implored people to, “Don’t Give Up – Don’t Ever Give Up.” ESPN continues to honor Valvano’s memory by allowing the V Foundation to serve as the official charity for the ESPY Awards.

At InfoComm 2010, NEC will feature a variety of its desktop monitors, commercial- and professional-grade LCD displays, multimedia and digital cinema projectors, as well as [VUKUNET](#), the universal advertising platform that connects digital out-of-home networks with ad revenue.

Infocomm 2010 exhibitors interested in participating in the V Punch Card event should contact Gina Spatafore at gspatafore@necdisplay.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 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.

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