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**NEC'S BETSY LARSON NAMED LEADING CHANNEL CHIEF
BY CRN MAGAZINE**

NEC Display Solutions Executive's Efforts Lauded for Providing Channel Partners Opportunities to Increase Revenue and Profitability

CHICAGO – March 2, 2009 – NEC Display Solutions of America, a leading stand-alone provider of commercial LCD displays and projectors, today announced that Vice President of Channel Sales Betsy Larson has been named a 2009 Channel Chief by CRN Magazine, the flagship publication of Everything Channel (www.everythingchannel.com). Channel Chiefs are recognized as influential executives that focus on building enduring relationships with VARs and resellers, and work to be global leaders in channel execution, programs and strategy.

Larson is responsible for building and nurturing relationships with NEC's top distributors and direct marketers. Over the past year, she has spurred improvements and innovation in NEC's partner site, NEC Partner Net, which resellers use to research NEC pricing and promotions. She also helped introduce additional margin incentive programs to reward solutions providers with selling the broad line of display and projection solutions. In 2008, Larson aided in NEC's enhancement of its public sector programs for education and government resellers and end-users, and she assisted solution providers with continued education of large-format displays and integration projector technologies.

"I am thrilled to be named a 2009 Channel Chief as NEC continues to position itself as the No. 1 provider of display solutions worldwide," said Larson. "We look forward to

continue providing easy access, unprecedented value and experienced support to NEC Display Solutions' vast reseller and system integrator network.”

In its seventh consecutive year for this awards program, CRN selects top Channel Chiefs based on policy and program innovations made during the past year, the amount of revenue their companies generate through partners, their willingness to speak out publicly on behalf of the channel, and the number of years they have dedicated to channel activities.

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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 displays, professional-grade large-screen LCD displays, a diverse line of 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, professional, education, medical and digital signage. For additional information about NEC Display Solutions of America, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com.

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