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**NEC'S BETSY LARSON RECOGNIZED BY CRN MAGAZINE  
AS ONE OF THE TOP 100 WOMEN IN THE CHANNEL**

***NEC Display Solutions Executive Acknowledged for Making a  
“Profound Impact in the Technology Marketplace”***

**CHICAGO – August 24, 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 recognized by Everything Channel's CRN Magazine as one of the Top 100 Women in the Channel. The Top 100 Women in the Channel were chosen by the editors of the magazine based on their achievements as executives and the amount of influence they wield over the technology channel. The honorees represent a changing trend in a traditionally all-male industry.

Larson is responsible for building and nurturing relationships with NEC's top distributors and direct marketers. Over the past year, she has led the enhancement of NEC's public sector programs for education and government. This includes strengthening the [Star Student](#) education rewards program to include cash-back rewards to schools. Larson also has spurred improvements and innovation in NEC's partner site, [NEC Partner Net](#), which resellers use to research NEC pricing and promotions. Additionally, Larson has worked to provide robust vertical selling tools to help resellers enhance their margins.

“We are very pleased to see women executives reaching the highest levels in a wide range of dynamic companies. It is with great pleasure that we honor the women that have made a profound impact in the technology marketplace. We offer our

congratulations to Betsy for her significant contributions to our industry,” said Robert C. DeMarzo, senior vice president and editorial director, Everything Channel.

“I am honored to be recognized among the most influential women in the industry as NEC continues to produce and deliver leading-edge visual display technology,” said Larson. “We plan to continue assisting our vast reseller and system integrator network with NEC’s partner program, taking advantage of the convergence of our programs and services.”

A special feature of the Top 100 Women of the Channel is in the August issue of CRN Magazine and expanded coverage will be featured online at [www.channelweb.com](http://www.channelweb.com).

**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](http://www.necdisplay.com).

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