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Larger Tax Refunds Predicted By the IRS: Time to Buy that NEC Plasma Display!

National Retail Federation Study Shows Consumers are Likely to Make a Major Purchase with the Extra Cash

Chicago, April 18, 2005 – According to the IRS, the average U.S. tax payers' refund this year is \$2,259, an increase of more than six percent from the previous year. With more than two-thirds of consumers expecting refunds this year, many are contemplating the best way to reward themselves and their family. A recently released National Retail Federation (NRF) study found that among 35-44 year olds, 12 percent plan to spend their refund on a major purchase, and women are nearly twice as likely as men to make that purchase (<u>http://www.nrf.com</u>). NEC's line of home entertainment plasma displays and projectors provide an affordable home theater upgrade, enabling Americans to use their refunds in a way that the entire family will benefit and enjoy for years to come!

"You work hard all year, so why not treat yourself and your family to a home theater projector or plasma display?" said David Woolf, senior director of marketing, Visual Systems Division of NEC Solutions America. "Instead of going out to the movies, your kids will want to stay in on Friday nights to enjoy the unbelievable life-like action in their own living room."

According to recently released data, the major purchase that consumers are making with their tax refunds could likely be an addition to their home theater. Quixel Research reported in February 2005 that front projectors are entering the home at an increasingly accelerated pace, with the market volume growing 190 percent from 2003 to 2004. The popularity of plasma displays in the home is also skyrocketing. Market research firm DisplaySearch reported that in the fourth quarter of 2004 shipments of plasma displays surged 98 percent to 1.2 million displays.

NEC's home theater line offers limitless possibilities to upgrade a home theater. NEC's projectors and plasma displays provide an adaptable range of screen sizes (from 42 to 200 inches) so they can be used

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throughout the entire house. Popular options include adding a projector to the basement for family movie night and neighborhood video game competitions, or adding a sleek, wide-viewing plasma display to a living room or bedroom. All of NEC's home theater projectors and plasmas are HDTV-capable and display exceptional brightness and contrast, which makes the images look virtually three-dimensional.

Based on decades of engineering expertise in producing superior commercial products, NEC's home theater line of projectors and plasma displays bring award-winning quality and reliability into the home. The displays are backed by NEC's unsurpassed product performance and service, which allows the user to feel confident about their investment. The estimated street price of NEC home theater projectors starts at \$1,095 and comes standard with a two-year limited parts and labor warranty. The NEC home theater plasma displays' estimated street price starts at \$3,495 and comes standard with a three-year limited parts and labor warranty (one year on the panel).

For further information on NEC's Showcase Series line of projectors and plasma displays, please visit <u>www.necvisualsystems.com</u> or call 1-800-NEC-INFO.

About NEC Solutions (America), Inc.

NEC Solutions (America), Inc. is a premier provider of integrated solutions for the Connected Enterprise in North America. As an affiliate of NEC Corporation (NASDAQ: NIPNY) (FTSE: 6701q.1), NEC Solutions America taps into a global resource network to help clients leverage technology to achieve a competitive edge. From corporate performance management and biometric security solutions to digital cinema and in-theatre advertising systems, visual displays and server solutions, the expertise is delivered with the personal attention needed to address individual situations. With headquarters in Rancho Cordova, California, NEC Solutions America serves a wide range of markets, including the health care and public safety, financial services, cinema, retail and manufacturing markets. Information regarding NEC Solutions America can be found at <u>www.necsam.com</u>.

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