



Media Contact: Tim Dreyer
NEC Display Solutions
(630) 467-4559
tdreyer@necdisplay.com

**NEC DISPLAY SOLUTIONS NAMED “BEST SALES FORCE”
BY RESELLER ADVOCATE MAGAZINE**

*Experience, Channel Focus Cited as Key Factors
In Magazine’s Award*

CHICAGO – October 27, 2005 – Reseller Advocate Magazine, the voice of the North American computer reseller marketplace, recently honored NEC Display Solutions of America with a 2005 RAM Award for “Best Sales Force.” The RAM awards recognize vendors who offer exceptional value and innovative opportunities to computer resellers.

In addition to continuing its role as a premier system builder supplier, NEC Display Solutions developed solutions-oriented resources for resellers as a key strategic initiative this year in order to present them new, high-margin sales opportunities in the areas of digital signage and information display solutions. By creating a select and specialized partner program and dedicating more salespeople to the channel, NEC Display Solutions has helped resellers participate in this high-growth area.

“We have a very experienced, channel-centric sales organization,” said Clark Brown, NEC Display Solutions sales vice president. “I think this award illustrates our success in educating the channel on how they can partner with NEC Display Solutions to sell higher-margin digital signage and display solution types of opportunities. And to be mentioned in this category with companies like Microsoft and Intel is a compliment to each and every NEC salesperson.”

The award was presented to NEC at the Gartner IT ChannelVision conference in San Diego, Calif., on October 12. IT ChannelVision brings together leading and emerging technology vendors and senior-level executives, and provides a forum to discuss the latest IT market and channel solutions.

###

About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., formerly NEC-Mitsubishi, is a leading provider of innovative LCD displays and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for the consumer, enterprise, professional, medical and digital signage markets. NEC Display Solutions ranked as the #1 best-selling stand-alone LCD monitor provider in the U.S. for all of CY2004, according to iSuppli’s quarterly monitor reports. For more information, please call 1-866-NEC-MORE or visit www.necdisplay.com.

All trademarks and registered trademarks are the property of their respective owners. Reseller prices may vary.

For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at: www.necdisplay.com/protectyourimage/. For digital images, please visit www.necdisplay.com/mml.