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**NEC DISPLAY SOLUTIONS OF AMERICA NAMES PIERRE RICHER
PRESIDENT AND CHIEF OPERATING OFFICER**

Targets Market Leadership with Product Innovation, Channel Development

CHICAGO – February 28, 2008 – NEC Display Solutions of America, a leading stand-alone provider of professional LCDs, plasmas and projectors, announced today that Executive Vice President Pierre Richer has been named President and Chief Operating Officer.

“The display industry continues to change rapidly and Pierre is the perfect choice to provide the compelling vision that will enable NEC to enhance its standing as the market leader,” said Nobuya Sakagami, CEO of NEC Display Solutions of America.

In his previous role as Executive Vice President for Sales and Marketing, Richer was responsible for NEC’s partner initiatives, marketing and service offerings, as well as introducing new revenue opportunities through the channel. He also played a key role in the successful merger of the projector and plasma business unit with the desktop and large-screen LCD business unit.

“I am thrilled to have the opportunity to build upon the leadership that NEC has established in LCD displays, plasma, and projectors,” said Richer. “Our ability to adapt our products and solutions to the dynamic changes taking place in this industry has never been greater. We look forward to continuing to provide innovation and a strong commitment to our channel partners to drive this market.”

Earlier in his career at NEC, Richer served as the Senior Vice President and General Manager of the Visual Systems Division, where he developed business strategy for the Americas. In that role, he was responsible for growing the projector business unit, which included DLP and LCD-based mobile, installed and large venue projection systems, as well as plasma displays.

Prior to that, Richer was the Vice President of Sales and New Business Development at NEC Visual Systems. In that capacity, he led NEC's large area display group – which included projectors and plasma displays – to record revenue and market share growth. He was also responsible for growing NEC's partner base, marketing and service offerings, while introducing new revenue streams through retail and home channels.

Richer was instrumental in developing NEC's e-commerce customer storefront initiative and the company's Digital Signage Solutions Summit, which is now held annually. This year he was named one of CRN Magazine's Channel Chiefs, which recognizes influential executives who consistently defend, promote and execute effective channel partner programs and strategies.

Richer also has worked at InFocus Corporation and Canon Canada. He attended the University of Montreal.

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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 and plasma 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 monitors, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com.

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