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Media Contact: Philip Anast
Tech Image (for NEC Display Solutions)
(847) 279-0022, x238
philip.anast@techimage.com

**PIERRE RICHER NAMED LEADING CHANNEL CHIEF BY
CMP CHANNEL'S CRN MAGAZINE**

***Successful Plasma/Projector and LCD Merger, Strong Channel Partner
Programs are Attributes of NEC Executive's Success***

CHICAGO – February 25, 2008 – NEC Display Solutions of America, a leading stand-alone provider of commercial and residential LCD, plasma, and projector displays, today announced that Executive Vice President Pierre Richer has been named a 2008 Channel Chief by CRN Magazine, the flagship publication of CMP Channel (www.cmpchannel.com). CRN Channel Chiefs are recognized as influential executives who consistently defend, promote and execute effective channel partner programs and strategies.

A long-time NEC executive with tenure of record revenues and growing market penetration, Richer is responsible for NEC's partner, marketing and service offerings as well as introducing new revenue opportunities through the Channel. He played a key role in the successful merger of the projector and plasma business unit with the desktop and large-screen LCD business unit. The single organization is now better positioned than ever to serve the Channel.

"I am honored to be named a Channel Chief by CMP Channel, the No. 1 destination for technology vendors and marketers looking to reach the almost \$400-billion Solution Provider Channel," Richer said. "NEC Display has nurtured a solid reseller network for

more than a quarter-century and will continue to fulfill its commitment to the Channel through promotional dollars that drive key product sales.”

The sixth 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.

“Successful channel programs and strategies help fuel the booming Solution Provider ecosystem, and each of this year’s Channel Chiefs should be applauded for building and advocating the most successful of those programs and strategies,” said Dan Dignam, Vice President and Publisher of CMP Channel.

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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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