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**SOUTHERN BUSINESS COMMUNICATIONS GROUP OFFERS ADDITIONAL
INCENTIVES TO NEC STAR STUDENT PROGRAM**

***Schools to Receive Double Cash Back Rewards with Display and/or
Projector Purchases***

CHICAGO – September 8, 2008 – NEC Display Solutions of America, a leading stand-alone provider of professional LCD and plasma displays and projectors, announced today that Southern Business Communications Group (SBCG) is offering customers a chance to double their NEC Star Student rebates. SBCG will contribute a dollar-for-dollar match in conjunction with the Star Student program.

NEC's Star Student initiative, unveiled earlier this year, provides schools with cash-back rewards for the purchase of NEC display, projector and interactive whiteboard products. NEC mails debit cards containing the cash directly to schools. SBCG matches NEC's Star Student benefits by deducting dollars directly off of school invoices, and the savings may be spent however the schools choose.

"SBCG is capitalizing on the Star Student program in a big way by increasing the incentives for schools," said Ashley Flaska, Vice President of Marketing at NEC Display. "NEC is committed to our channel partners and the education community, and we will continue to provide both with innovative tools for success."

Bulloch County Public Schools in Georgia is among the institutions taking advantage of the Star Student program. The school district has purchased more than 75 NEC

projectors for ceiling mounting and is using the Star Student program benefits to acquire numerous spare bulbs at no additional cost.

“We’re thrilled to offer this additional incentive to help districts as they begin their new school years,” said Steve Cone, Director of Marketing for SBCG. “The real value of the Star Student program is that the rewards can be used as schools see fit to best serve their students.”

The cash-back rewards are an addition to extended warranties of up to five years, lamp protection and special pricing already available to NEC education customers. To enroll in the Star Student program, schools must register online at www.necstarstudent.com.

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About Southern Business Communications Group

Southern Business Communications Group (SBCG), a wholly owned subsidiary of Xerox Corporation (NYSE: XRX), has been successfully providing audio visual equipment and systems to the Education, Commercial, Military, and Government Markets for over 25 years. SBCG can be found online at www.sbcg.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 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, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com.

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