



FOR IMMEDIATE RELEASE

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

**NEC DISPLAY SOLUTIONS STRENGTHENS STAR STUDENT EDUCATION
REWARDS PROGRAM**

***Cash Back on Purchases of Large-Screen Displays and Projectors Can Be Used
for Any School Need***

CHICAGO – April 8, 2008 – NEC Display Solutions of America, a leading stand-alone provider of commercial and residential LCD and plasma displays and projectors, today announced that schools participating in its Star Student program will receive cash-back rewards on NEC display products. Debit cards containing the cash will be mailed directly to schools and may be spent however the schools choose. The product categories eligible for the rebate program include NEC projectors and large-format LCD and plasma displays from 32-inch to 65-inch sizes.

When schools register the eligible products, NEC will add \$5 to \$50 to their debit cards, depending on products purchased. Teachers or school administrators can then use the debit cards at any store on any type of purchase.

“This new cash-back rewards incentive is an easy, flexible benefit that enables educators to spend their earned cash on exactly what they need for their schools,” said Ashley Flaska, Vice President of Marketing at NEC Display. “NEC is committed to helping schools use technology while providing other essentials for the classroom to create a more productive learning environment.”

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, schools need to register online at www.necstarstudent.com. The new cash-back rewards replace NEC's previous EDUwards points program, and schools have the option to use existing points during April, or wait until April 30, 2008, when the points will be converted to cash.

#

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.

For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.