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<http://www.necvds.com/Pxchange/igallery.php>

For Immediate Use:

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**NEW NEC STAR STUDENT EDUCATION PROGRAM REWARDS SCHOOLS
FOR NEC PURCHASES**

**Free Reward Points, Extended Warranties, Lamps and Trade-in Program Helps Schools
with Tight Technology Budgets**

CHICAGO, October 30, 2006 – NEC Corporation of America (NEC), an industry leader in IT, visual display and network solutions, is launching a new rewards program called NEC Star Student. NEC Star Student helps educational institutions acquire visual displays needed to share information and move students to new levels of discovery without straining their budget. Not only does NEC enable schools with the best display products for their classrooms, but it also rewards them for their NEC purchases. Educational institutions can visit www.necstarstudent.com to enroll today!

NEC Star Student is a program specifically designed for education. All public or private, accredited, not-for-profit educational institutions involved in K-12 schools, colleges, universities and home schools with vocational and technical instruction or administration in the U.S. or Canada are eligible for the NEC Star Student Program.

“NEC understands that schools want their students and teachers to have the most advanced technology learning tools available but with limited budgets, this may not always be possible,” said Pierre Richer, senior vice president, NEC Corporation of America, Visual Systems Division. “By participating in NEC’s free Star Student program, schools can eventually get free projectors or lamps and help students stay engaged and excited about learning.”

The NEC Star Student program benefits educational institutions by offering EDUwards, free third and fourth year warranties and the NEC exclusive PowerUp and Lamp Protect Programs.

EDUwards

EDUwards are designed to reward NEC education customers for frequently purchasing NEC products. Each time a school purchases NEC projectors, plasma displays, accessories or

warranties, they will receive points when they claim their products at www.necstarstudent.com. Schools earn one point for every dollar spent, and receive 20 EDUwards for every 1000 points earned. EDUwards can be redeemed for NEC projectors, projector accessories or projector warranties on www.necstarstudent.com.

FREE 3rd or 4th Year Warranty

An educational institution that has purchased a VT series projector (the most popular NEC projector for education) receives an astounding four-year limited parts warranty free, a \$99.99 value! Also, for LT, VT, WT and NP series projector purchases, the educational institution receives a free three-year parts and labor warranty, which will be automatically activated once the product is claimed on www.necstarstudent.com.

Projector Trade-in

Trade in an old projector and receive money off the next NEC projector purchase! The NEC PowerUp program gives the educator the power to overcome aging technology and tight budgets so that their students can always be on top of the latest technology trends. The PowerUp Program offers cash for pre-owned projectors -- making a new NEC projector even more affordable.

Lamp Protection

NEC Lamp Protect provides the purchaser with lamp protection for up to three years from the projector purchase date! This is a great way to save money while reducing down time. The school simply sends in the old lamp with the lamp coupon and NEC will ship out a new lamp. It's that easy. Also, as part of the Lamp Protect Program, the purchaser receives priority support. Lamp Protect provides a priority code for "first-in-line" technical support and customer service! Valid on all VT Series and LT280/LT380 projectors.

Visit www.necstarstudent.com to enroll today!

NEC Corporation of America, Visual Systems Division (VSD) is a leading provider of professional grade plasmas and projectors in North America. Visual Systems is a division of NEC Corporation of America and is backed by NEC Corporation – a Global Fortune 100 company with over \$41 billion in revenue and 154,000 employees worldwide. NEC's full line of digital projectors and plasma screens display crystal clear images every time. For more information, please visit www.necvisualsystems.com or call 1-800-NEC-INFO.

About NEC Corporation of America

NEC Corporation of America is a leading technology provider of IT, network and visual display solutions. Headquartered in Irving, Texas, NEC Corporation of America is the North America subsidiary of NEC Corporation (NASDAQ: NIPNY). NEC Corporation of America delivers technology and professional services ranging from server and storage solutions, digital

presentation and visual display systems to biometric identification, IP voice and data solutions, optical network and microwave radio communications. NEC Corporation of America serves carrier, SMB and large enterprise clients across multiple vertical industries. For more information, please visit www.necam.com.

*All prices listed are Manufacturer's Suggested Retail Price (MSRP), and actual price may vary.

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