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**NEC EARNS CHANNEL ACCOLADES FROM DISTRIBUTION PARTNER
TECH DATA CORPORATION**

***Tech Data U.S. recognizes NEC Display Solutions as Sales and Marketing
Innovator***

CHICAGO – October 20, 2008 – NEC Display Solutions of America, a leading stand-alone provider of professional LCD and plasma displays and projectors, announced today that Tech Data Corporation has bestowed its coveted Sales and Marketing Innovator Award to the company.

Tech Data singled out only seven vendors and selected NEC as the top Sales and Marketing Innovator. The award recognizes that NEC and Tech Data sales teams work in lock-step to uncover new opportunities and provide resellers the support and services they need to win deals and grow.

“As the Sales and Marketing Innovator Award recipient, NEC sets the standard for aligning sales and marketing activities to generate new revenue,” said Joe Quaglia, Senior Vice President of U.S. Marketing, Tech Data. “NEC consistently demonstrates its commitment to the channel by supporting innovative marketing activities that help resellers more profitably grow their businesses.”

“At NEC, we consider ways to empower our channel partners in everything we do, so we are pleased to receive this recognition,” said Betsy Larson, Vice President of Channel Sales at NEC Display Solutions. “One area of great pride is our solutions focus that

helps partners expand their revenue capabilities and assemble all the related technologies needed for complex installations such as digital signage.”

More information on NEC’s channel programs can be found at www.necdisplay.com/Programs/Partner/.

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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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