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**NEC DISPLAY SOLUTIONS RECOGNIZED BY VAR BUSINESS IN THE  
2008 VENDOR ANNUAL REPORT CARD**

***NEC Ranks Highest in Quality and Reliability for Display Technology***

**CHICAGO – November 10, 2008** – NEC Display Solutions of America, a leading provider of commercial LCD displays and projectors, today announced that the editors of VAR Business Magazine have recognized NEC Display Solutions as an exceptional vendor in a number of key categories in the magazine's 2008 Vendor Annual Report Card, an evaluation of vendor performance based on channel feedback from value-added resellers (VARs).

In the key category of "Quality and Reliability," NEC scored highest among display vendors by a wide margin, and in the entire technology industry, only Intel garnered a higher rating. NEC also received the highest rank of the display vendors in the three categories entitled, "Revenue and Profit Potential," "Marketing Support" and "Quality of Field Management." In addition, NEC was ranked as the display vendor best at minimizing and "Managing Channel Conflict." Moreover, NEC tied for first in the category of "Richness of Product Features."

"Quality and reliability often are the deciding factors for a VAR because the display is the most visible component of a system, so you want to get it right," said Betsy Larson, Vice President of Channel Sales for NEC Display Solutions. "Our solutions approach even helps VARs find related technologies to succeed in complex deployments like digital signage, which expands the revenue potential for our partners."

For additional details on this year's VAR Business Annual Report Card, please visit <http://www.crn.com/var/main/2008arc.jhtml>.

For more information on NEC's channel programs, visit [www.necdisplay.com/Programs/Partner/](http://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 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](http://www.necdisplay.com).

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