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**MITSUBISHI ELECTRIC ANNOUNCES SALE OF
9.0-INCH COLOR TFT-LCD MODULES FOR INDUSTRIAL USE**

Tokyo, April 9, 2009 – Mitsubishi Electric Corporation (President and CEO: Setsuhiro Shimomura) (TOKYO: 6503) announced today it has developed four types of 9.0-inch wide-VGA color TFT-LCD modules for industrial use. These products have longer backlight life, and are inverter-free due to their use of white light emitting diodes (LEDs). Of the four types of TFT-LCD modules, two models incorporate touch panels. Shipment of the two models without touch panels will start on July 1, 2009, and shipment of those with touch panels will begin on August 1, 2009.

Summary of Sale

Product	Model	Price of sample (Tax not included)	Shipment date	Production per month
9.0-inch Wide-VGA TFT-LCD Module	AA090ME01 (Wide view)	80,000 JPY	July 1, 2009	5,000 pcs
	AA090MF01	65,000 JPY		5,000 pcs
9.0-inch Wide-VGA TFT-LCD Module with Touch Panel	AA090ME01-T1 (Wide view)	95,000 JPY	August 1, 2009	1,000 pcs
	AA090MF01-T1	80,000 JPY		1,000 pcs

Aim of Sale

TFT-LCD modules have come to be widely used in a variety of applications. In recent years, demand for LED backlights has grown as an alternative light source to replace the mainstream cold cathode fluorescent lamp (CCFL) backlight because of LED's advantages, like being mercury free, and containing no high voltage components that may require safety and noise countermeasures. Mitsubishi Electric already provides 5.7-inch, 6.5-inch, 8.4-inch, 10.4-inch, 12.1-inch, and 15.0-inch color TFT-LCD modules with LED backlights.

The 9.0-inch wide-VGA LCD modules, which are used for human machine interfaces (HMI), kiosks, home security and other information device applications, will expand Mitsubishi Electric's LCD module offering. For each type of LCD module – with and without touch panels – there is a choice between standard and wide-view models, with the latter having excellent viewing angles from all directions.

Product Features

1) Long-life backlight and inverter-free due to use of white LED backlight

By optimizing optical and heat emission designs, Mitsubishi Electric achieved a long-life backlight rated at 60,000 hours (minimum). These products are inverter free, which contributes to lower total product cost. Additionally, by incorporating Mitsubishi Electric's original color conversion technology, called Natural Color Matrix, the modules are capable of displaying images with increased vividness and clarity. Compared to the company's previous models using CCFL, no changes have been made to the new modules' height and width, or to where signal input connectors are connected, making replacement easy.

2) Market-leading wide operating temperature range and wide viewing angles

With a market-leading wide operating temperature range, these products are suitable for applications outdoors and in other severe environments. The models AA090ME01 and AA090ME01-T1 both have a market-leading wide viewing angle of 85 degrees in all four directions (up/down/left/right).

3) Reduction of touch panel assembly process (AA090ME01-T1, AA090MF01-T1)

The models AA090ME01-T1 and AA090MF01-T1 incorporate analog touch panels, reducing the assembly process required on the customer side.

Environmental considerations

These models are compliant with the Restriction of the use of certain Hazardous Substances in electrical and electronic equipment (RoHS), and have a mercury-free design.

Other Features

1) 30% reduced thinner than previous models (AA090ME01, AA090MF01)

The thickness of the modules AA090ME01 and AA090MF01 is 9.5 millimeters – approximately 70% that of the company's previous modules with CCFL, which are 13.2 millimeters thick.

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 4,049.8 billion yen (US\$ 40.5 billion*) in the fiscal year ended March 31, 2008. For more information visit <http://global.mitsubishielectric.com>

*At an exchange rate of 100 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2008

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