

FOR IMMEDIATE RELEASE

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Mitsubishi Electric Announces Revised Consolidated Earnings Forecast for Fiscal 2011 (April 1, 2010-March 31, 2011)

Tokyo, October 29, 2010 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today it has revised its consolidated earnings forecast for the current fiscal year ending March 31, 2011 (fiscal 2011) from its previous forecast announced July 30, 2010.

First Half of Fiscal 2011 (April 1, 2010 - September 30, 2010)

(In millions of yen)

	Net sales	Operating income	Income (loss) before income taxes	Net income (loss) attributable to Mitsubishi Electric Corp.	Basic net income (loss) per share attributable to Mitsubishi Electric Corp.
Previous forecast (A)	1,690,000	85,000	80,000	50,000	23.29 yen
Revised forecast (B)	1,711,860	112,902	114,423	71,275	33.20 yen
Change (B-A)	21,860	27,902	34,423	21,275	—
Percentage of change	1.3%	32.8%	43.0%	42.6%	—
Fiscal 2010 first half actual results	1,529,484	15,697	(12,858)	(25,883)	(12.06 yen)

Fiscal 2011 (April 1, 2010 – March 31, 2011)

(In millions of yen)

	Net sales	Operating income	Income before income taxes	Net income attributable to Mitsubishi Electric Corp.	Basic net income per share attributable to Mitsubishi Electric Corp.
Previous forecast (A)	3,530,000	160,000	145,000	90,000	41.92 yen
Revised forecast (B)	3,560,000	205,000	195,000	115,000	53.56 yen
Change (B-A)	30,000	45,000	50,000	25,000	—
Percentage of change	0.8%	28.1%	34.5%	27.8%	—
Fiscal 2010 actual results	3,353,298	94,302	64,259	28,278	13.18 yen

Explanation for the forecast revision

Both Mitsubishi Electric's sales and income of the first half of fiscal 2011 exceeded its previous forecast, due primarily to increases in the Home Appliances segment, which enjoyed a sales increase mainly in air conditioners due to the heat wave this summer, and the Industrial Automation Systems segment, owing to buoyant capital expenditure demand mainly in Asia.

Even with the unexpectedly large appreciation of yen against foreign currencies, the company's business performance for this fiscal year is expected to exceed its previous forecast announced on July 30, 2010, mainly in the Industrial Automation Systems and the Home Appliances segments. Therefore, the company has modified the consolidated earnings forecast for fiscal 2011, ending March 31, 2011.

Note: *The forecast above is based on assumptions deemed reasonable by the company at the present time, and actual results may differ significantly from forecasts. Please refer to the cautionary statement below.*

Cautionary Statement

The expectation of operating results herein and any associated statement to be made orally with respect to the Company's current plans, estimates, strategies and beliefs and any other statements that are not historical facts are forward-looking statements. Words such as "expects", "anticipates", "plans", "believes", "scheduled", "estimated", "targeted" along with any variations of these words and similar expressions are intended to identify forward-looking statements which include but are not limited to projections of revenues, earnings, performance and production. While the statements herein are based on certain assumptions and premises that the Company trusts and considers to be reasonable under the circumstances to the date of announcement, you are requested to kindly take note that actual operating results are subject to change due to any of the factors as contemplated hereunder and/or any additional factor unforeseeable as of the date of this announcement. Such factors materially affecting the expectations expressed herein shall include but are not limited to the following:

- (1) Important trends
The Mitsubishi Electric Group's operations may be affected by trends in the global economy, social conditions, laws, tax codes, and regulations.
- (2) Foreign currency exchange rates
Fluctuations in foreign currency markets may affect Mitsubishi Electric's sales of exported products and purchases of imported materials that are denominated in U.S. dollars or Euros, as well as its Asian production bases' sales of exported products and purchases of imported materials that are denominated in foreign currencies.
- (3) Stock markets
A fall in stock market prices may cause Mitsubishi Electric to record devaluation losses on marketable securities, or cause an increase in retirement benefit obligations in accordance with a decline in the fair value of pension assets.
- (4) Supply/demand balance for products and procurement conditions for materials and components
A decline in prices and shipments due to changes in the supply/demand balance, as well as an increase in material prices due to a worsening of material and component procurement conditions may adversely affect the Mitsubishi Electric Group's performance.
- (5) Fund raising
An increase in interest rates, the yen interest rate in particular, would increase Mitsubishi Electric's interest expenses.
- (6) Significant patent matters
Important patent filings, licensing, copyrights and patent-related disputes may adversely affect related businesses.
- (7) Environmental legislation or relevant issues
We may incur losses or expenses owing to changes in environmental legislation or the occurrence of environmental issues. Such changes in legislation or the occurrence of environmental issues may also impact manufacturing and all corporate activities of the Mitsubishi Electric Group.
- (8) Flaws or defects in products or services
We may incur losses or expenses resulting out of flaws or defects in products or services, and the lowered reputation of the quality of all our products and services may affect the entire Mitsubishi Electric group.
- (9) Litigation and other legal proceedings
The Mitsubishi Electric Group's operations may be affected by lawsuits or other legal proceedings against Mitsubishi Electric, its subsidiaries and/or equity-method affiliated companies.
- (10) Disruptive changes
Disruptive changes in technology, development of products using new technology, timing of production, and market introduction may adversely affect the Mitsubishi Electric Group's performance.

(11) Business restructuring

The Mitsubishi Electric Group may record losses due to restructuring measures.

(12) Natural disasters

The Mitsubishi Electric Group's operations, particularly manufacturing activities, may be affected by the occurrence of earthquakes, typhoons, tsunami, fires and other large-scale disasters.

(13) Other significant factors

The Mitsubishi Electric Group's operations may be affected by the outbreak of social or political upheaval due to terrorism, war, pandemic by new strains of influenza and other diseases, or other factors.

About Mitsubishi Electric

With over 85 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 3,353.2 billion yen (US\$ 36.1 billion*) in the fiscal year ended March 31, 2010. For more information visit <http://www.MitsubishiElectric.com/>

*At an exchange rate of 93 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2010

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