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**No. 2524**

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## **Mitsubishi Electric Group Establishes Biodiversity Action Guidelines**

**Tokyo, May 18, 2010** – Mitsubishi Electric Corporation (TOKYO: 6503) announced today that it has established the Mitsubishi Electric Group Biodiversity Action Guidelines. The guidelines define the role of business activities in preserving biodiversity, and outline the Group's efforts toward sustainable social development, complementing the Group's environmental activities aimed at minimizing global warming and promoting recycling as a means to preserving biodiversity.

Through the guidelines, the Mitsubishi Electric Group will foster awareness and understanding of the relationship between business activities and biodiversity, encouraging all employees to interact with local communities. Each Mitsubishi Electric site will carry a Biodiversity Relationship Map outlining the relationship between operations and the natural environment. The map will also encourage voluntary activities by employees, as well as share information with the local community.

Meanwhile, the Mitsubishi Electric Group will expand conservation programs instilling environmental consciousness in employees, their families and local residents, such as the *Satoyama* (Woodland) Preservation Projects and Mitsubishi Electric Outdoor Classrooms, an educational session for children that provides opportunities to interact with nature.

Mitsubishi Electric's activities to preserve biodiversity also include the promotion of green procurement. The Mitsubishi Electric Group's Green Procurement Standards Guide outlines the significant relationship between resource/material procurement and biodiversity, and sets guidelines for material procurement to minimize environmental impact. The Mitsubishi Electric Group has also incorporated its biodiversity action guidelines into its Green Accreditation System. This system evaluates and recognizes suppliers that satisfy the Group's green accreditation standards.

The Group is also involved in large-scale efforts to promote high-purity plastic recycling. The Mitsubishi Electric Group uses plastic materials recycled from used home appliances in its products, and continues to enhance efforts to increase the volume and quality of recycled plastics.

## **The Mitsubishi Electric Group Biodiversity Action Guidelines**

### **[Resources & Procurement]**

Recognizing that we utilize globally procured natural resources such as minerals, fuels, and plants, we shall aim to preserve biodiversity in Japan and around the world by carrying out green procurement activities.

### **[Product Design]**

In designing our products and services, we shall promote the effective utilization of resources and the efficient use of energy, as well as aim to prevent the emission of substances that pose a risk to the environment.

### **[Manufacturing & Transportation]**

When commencing or making changes to land use, such as constructing factories or warehouses, we will give due consideration to protecting the biodiversity of the land in question. And in manufacturing and transportation, we will aim to minimize energy use, waste generation, and the emission of chemical substances.

### **[Sales, Usage & Maintenance]**

In our sales activities, we will work to promote better understanding among our customers of the impact that product/service usage and maintenance can have on biodiversity.

### **[Collection & Recycling]**

We will actively develop recycling technologies and apply them to collected end-of-life products.

### **[Understanding & Action]**

We will deepen our understanding of the importance of biodiversity and our relationship to it, and will actively and voluntarily take actions necessary to coexist in harmony with nature.

### **[Cooperation]**

All companies in the Mitsubishi Electric Group, including overseas affiliates, will act as one, in cooperation with local communities, NGOs, and governments.

### **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://global.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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