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Media Contact:
Public Relations Division
Mitsubishi Electric Corporation
Tel: +81-3-3218-3380
prd.gnews@nk.MitsubishiElectric.co.jp
<http://global.mitsubishielectric.com/news/>

Mitsubishi Electric Introduces “Eco Changes” Statement Outside Japan

Tokyo, June 30, 2010 – Mitsubishi Electric Corporation (TOKYO: 6503) announced that from July 1 it will roll out its environmental statement, “Eco Changes - for a greener tomorrow,” in markets outside Japan to communicate the company’s management stance on a variety of environmental initiatives. The statement, with its logo mark below, will successively be displayed on a variety of the company’s corporate communications materials globally, including trade show exhibits, business cards, product packaging, catalogues and websites.



Building on the roll out of “Eco Changes” in Japan, which began in June 2009, Mitsubishi Electric formulated “Eco Changes - for a greener tomorrow” as a company-wide statement for its operations overseas, where the company is aiming to expand its environment-related businesses.

In the fiscal year ended March 31, 2010, overseas sales represented 32.5% of the Mitsubishi Electric Group’s consolidated net sales. This ratio is expected to rise in line with the global expansion of Mitsubishi Electric’s environment-related businesses and social infrastructure systems business, which are key factors in the company’s growth strategy.

Mitsubishi Electric will not only seek to enhance its competitiveness, but will also aim to establish a strong presence as a global entity that contributes to realizing a low-carbon, recycling-based society through diverse business activities.

About Eco Changes

“Eco Changes” expresses Mitsubishi Electric's commitment to environmental management, communicating the company’s continuous strive for a greener tomorrow through cutting-edge environmental technologies and manufacturing know-how. Through a wide range of technologies and businesses for homes, offices, factories, infrastructure and even outer space, Mitsubishi Electric is striving to contribute to the realization of

a sustainable society. In line with "Changes for the Better," Mitsubishi Electric's corporate statement that reflects the company's perpetual drive to actively seek and enact improvement, "Eco Changes" represents Mitsubishi Electric's efforts to work with customers to change the global environment for the better.

For more information on Mitsubishi Electric's environmental commitment, products and activities, please visit <http://www.MitsubishiElectric.com/eco/>

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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