



MITSUBISHI ELECTRIC VISUAL SOLUTIONS AMERICA, INC.

10833 VALLEY VIEW STREET, SUITE 300, CYPRESS, CA 90630-5051
Phone: 714-252-7801
URL: <http://www.mevsa.com>

October 11, 2013

To Our Valued Dealers,

You have been a critical part of Mitsubishi Electric Visual Solutions America, Inc.'s ("MEVSA") projector and monitor business in North America. Over the years, the industry has changed dramatically and we have worked together to adapt to these changes.

Our parent company in Japan, Mitsubishi Electric Corporation (MELCO), is not immune to the continuing price erosion within certain product categories that directly impact MEVSA. As a result of these continuing losses, MELCO has decided that, effective immediately, it is withdrawing from the front-projector and stand-alone, large-format monitor markets not only in the U.S. but globally. The manufacture of these products will be discontinued immediately and remaining inventories will be sold over the next few months worldwide.

With the discontinuation of manufacturing, MEVSA can no longer sustain its projector and monitor businesses. Effective immediately, we will receive no more shipments of the products in question from our factories, and we will begin selling-off the remaining inventory of these specific product categories. You will be contacted very soon by a member of our sales team to discuss these changes.

MEVSA will focus on the sale of our display wall products comprised of rear-projection cubes, our newly introduced, super narrow bezel LCD flat panel display walls, and our printer imaging products for professional photographers and industrial imaging. These products represent the future of our company.

In light of all this, our sales staff and other corporate support areas will undergo reductions. However, rest assured that our product support, service and service parts functions will remain in place as we continue to fulfill our warranty support and service obligations for each of our product categories.

Again, these developments affect only the front-projector and stand-alone, large-format monitor portions of our business. Our websites and 800 numbers will remain in effect. We will continue to sell and service our other products. If you are currently a projector or monitor customer and have interest in MEVSA's other product lines, please contact us to discuss these growth areas.

These decisions have been extremely difficult. Please accept our grateful thanks for your years of dedication and the many contributions you have made.

Sincerely,

Tadashi Hiraoka
President and CEO
Mitsubishi Electric Visual Solutions America, Inc.