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**EARTH DAY TOTALS ARE IN: NEC DISPLAY SOLUTIONS COLLECTS 2.5 TONS OF ELECTRICAL AND ELECTRONICS EQUIPMENT FOR RECYCLING AND REUSE**

***Employees Step Up to Company's Earth Day Initiative to Reduce Products from Reaching Waste Stream and Landfills***

**CHICAGO – June 28, 2010** – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, collected about 5,000 lbs. of electrical and electronics equipment as part of its first Earth Day recycling and reuse initiative, according to statistics made available today.

During the week leading up to Earth Day, which culminated on April 22, more than 100 NEC employees donated a myriad of equipment, including vacuum cleaners, computers, monitors, televisions and anything with a power cord to an NEC warehouse in Roselle, Ill.

“It was gratifying to see the strong level of interest from employees toward the program,” said Patrick Summers, Environmental Affairs Manager for NEC Corporation of America. “From inception, our goal was to keep products and their components out of the waste stream and away from landfills. The success of this program builds upon NEC’s other green initiatives to date.”

While the event was exclusive to NEC employees this year, plans are under consideration to open up the initiative to other companies in the northwest Chicago suburbs in 2011.

In addition to planning for the next Earth Day, the NEC Environmental Management Group is working on a series of low-cost, easy-to-implement environmental initiatives to be approved and rolled out over the course of the following year.

More than one-billion people around the world took action for the 40<sup>th</sup> anniversary of Earth Day. From climate rallies to engaging civil leaders in plans to build a green economy, Earth Day 2010 was a turning point for the environmental movement on climate change and the environment.

For more information on NEC Display Solutions Environmental Initiatives, please see <http://www.necdisplay.com/EnvironmentalInitiatives/>, and for more information on NEC's global environmental activities, please visit <http://www.nec.com/global/environment/index.html>.

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#### **About NEC Display Solutions of America, Inc.**

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at [www.necdisplay.com](http://www.necdisplay.com). For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

#### **About VUKUNET**

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