

For Immediate Release

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**Toshiba Celebrates Earth Day
With Wide Range of Activities for the Whole Family in April**

-- NYC Activities Include Eco-Tech Exhibit at Grand Central Station, Free "e-waste" Recycling Events, Fundraising for Japan and More; Other Activities Hosted by Toshiba Companies Across the U.S. --

New York, NY, April 18, 2011— Toshiba America, Inc. is proud to announce that it is the official consumer and digital electronics partner of [Earth Day New York](#) 2011. The company has scheduled exhibits and activities for the whole family. Toshiba's Earth Day plans reflect the company's global commitment to the environment, a year-round effort that encourages people to get involved in activities that contribute to helping the environment and creating a sustainable society.

In addition to featuring an exhibit of innovative products and new technologies, Toshiba will also showcase the creativity and imagination of local students, who will present their award-winning eco-related projects.

Ten Free Electronic Waste Recycling Events

For the second in year in a row Toshiba has partnered with Panasonic and the Lower East Side Ecology Center (LESEC) to co-sponsor ten free electronic waste recycling events throughout the month. The sponsorship of these important efforts forms a notable portion of Toshiba's broader global plan to increase its support for a recycling-based society. Visit www.Facebook.com/ToshibaInnovation for more details.

Toshiba's **Earth Fair Indoors** display in Grand Central Terminal (Thursday, April 21 to Saturday, April 23) will feature:

- A unique "Smart Grid" display featuring a **Home Energy Management System (HEMS)** that connects home equipment through a network to maintain optimal operating energy consumption;
- The revolutionary **SCiB™ battery**, a super-charge rechargeable ion battery solution for applications ranging from electric bicycles to uninterruptible power systems – designed to offer 90% charge capacity in as little as 10 minutes;
- New energy-producing **solar panels** currently being implemented on **multiple solar plant projects** underway in Japan;
- New second-generation **LED lights**, **EPEAT Gold™ laptops**, and the company's new energy-efficient **Net TV™ Television, Model 55SL417U**.

Toshiba Student Eco Panel (Thursday, April 21)

Digital lifestyle expert and media personality, Mario Armstrong will lead a student discussion with selected winning student teams from this year's Toshiba/NSTA ExploraVision Awards program, the world's largest K-12 student science competition at 1:15pm.

Support for Red Cross Japanese Earthquake Fundraising Effort (Friday, April 22)

On Earth Day in Times Square, Toshiba has provided a booth to the American Red Cross to help them with their fundraising campaign to raise money for the Japanese earthquake and tsunami relief efforts. Toshiba will also be giving away one laptop per hour from 11am – 5pm.

Free Seeds and "Curious George" Book at Times Square (Friday, April 22)

On Earth Day in Times Square, Toshiba will be handing out seed cards from 11am – 5pm with free download codes for the children's book, "Curious George Plants a Seed." The book can be viewed on PC or laptop PC using the Toshiba Book Place E-reader application; download available (while supplies last) at <http://www.toshibabookplace.com/>.

Toshiba companies across the country are also sponsoring a wide variety of Earth Day celebrations. Here's a brief round-up:

Houston, TX

Toshiba International Corporation is sponsoring a free e-waste recycling event at its Houston facility that will allow people from the community to safely discard of used electronics equipment. The company will also sponsor a tree planting activity on April 20.

Tustin, CA

Toshiba America Medical Systems, Inc. kicked off its Earth Day celebration plans on St. Patrick's Day with a green-themed weekly communication initiative counting down to Earth Day. The initiative has kept people informed with TAMS "Green Facts," plus information about a TAMS e-waste recycling event and phone collection. The company is also holding an employee raffle for a basket of "green items" (such as a water timer and Toshiba LED light bulbs), with all proceeds to be donated to Habitat for Humanity.

Irvine, CA

Toshiba America Electronic Components, Inc. will hold an e-waste recycling event that will allow people in the local community to safely discard used electronics gear. Employees from the Irvine locations will also participate in a phone collection event to raise money for environmental causes. (This is also held at Marlborough in MA, San Jose, and San Diego)

Toshiba America Business Solutions (TABS) and Toshiba America Information Systems (TAIS), are coordinating several events during Earth Week for their employees to participate in a day of service. TAIS is working with the Guadalupe River Park Conservancy for an event on April 19 that will include weeding, spreading mulch/wood, river cleanup and planting. Additionally, TAIS in Irvine is partnering with TABS for two events, including the Ocean Institute Beach Clean-Up on April 20, and the Irvine Ranch Conservancy Native Plant Farm clean-up on April 21.

Ontario, Canada

Toshiba of Canada, LTD. will be sponsoring a variety of "green activities," including a "bio-diversity day" in conjunction with the Canadian Nature Conservancy.

For more information on Toshiba America, Inc. and Earth Day 2011 plans please visit www.Facebook.com/ToshibaInnovation or follow the company at [@ToshibaInnovate](https://twitter.com/ToshibaInnovate) on Twitter.

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About Toshiba America, Inc.

Toshiba America, Inc. is the holding company responsible for managing the U.S. implementation of Toshiba Group's Environmental Vision 2050, a commitment to environmental management practices that includes initiatives to reduce Toshiba's impact on the environment while offering products and services that will help businesses and consumers reduce theirs. For more information, please visit:

<http://www.toshiba.co.jp/env/en/management/vision2050.htm>.

Toshiba employ over 14,000 people in North America and Toshiba America, Inc., is the holding company for six Toshiba operating companies in the United States. <http://www.toshiba.com>

About Earth Day New York

Earth Day New York (EDNY) was founded in late 1989 by a broad coalition of environmental groups to celebrate the 20th Anniversary of Earth Day in New York City. In 1990, Earth Day New York mobilized two million people to attend Earth Day's 20th Anniversary events - the Earth Rising Ceremony in Times Square hosted by Mayor Dinkins, the Environmental Exposition and Cultural Festival on Sixth Avenue and a major concert in Central Park featuring the B-52s, speeches by Governor Cuomo and Mayor Dinkins among many others. For the 25th Anniversary in 1995, they organized diverse arts and educational events including The Parade for the Planet, The Giant Earth Projections, The International Poster Exhibition and The New York Team Clean and Green. For the 30th Anniversary of Earth Day, a vast environmental festival was organized in three different venues (Battery Park, Battery Park City and the World Trade Center.) Exhibits included over 100 local, national and global environmental organizations. For the past seven years Earth Day New York has hosted EarthFair at Grand Central, a two-day festival of art, music and the environment on Vanderbilt Avenue and inside the majestic Beaux-Arts Terminal.