

## Toshiba's CES 2010 Green Product Showcase Focuses on Energy Efficiency

*Award-winning LED lighting enters US market in Spring 2010; Every Toshiba laptop Energy Star qualified and rated EPEAT® Gold*

CES 2010, LVCC Central Hall, Booth # 12114 - [Toshiba America, Inc.](#) announced today details of Toshiba's line-up of eco-products being showcased this year at the Consumer Electronics Show in Las Vegas, NV, including the company's first LED light bulbs for the US market. Previously available only in Japan, Toshiba's award-winning LED lights last 40 times longer and reduce CO<sub>2</sub> emissions by as much as 85 percent, when compared with traditional, incandescent light bulbs. Additionally, all of Toshiba's laptops are EPEAT Gold rated and Energy Star qualified.

"The product line-up on display at this year's CES showcases Toshiba's continuous innovation in energy efficiency," said Craig Hershberg, Director of Environmental Affairs at Toshiba America, Inc. "We continue to focus on reducing our impact on the environment while offering products and services that help businesses and consumers reduce theirs - it's about designing innovative eco-products that contribute to CO<sub>2</sub> reductions, as well as offering comprehensive and convenient consumer recycling solutions."

This year at CES, Toshiba is showcasing a collection of eco-products that highlight Toshiba's efforts to realize its Environmental Vision 2050, Toshiba's long term plan to contribute to a richer lifestyle for society in harmony with the earth. Products include energy-efficient LED lights, laptops, and televisions.

### LED Lighting - Using Cutting Edge Technology to Help Mitigate Climate Change

- Toshiba's all new E-CORE™ light bulb provides an 85 percent reduction in power consumption and carbon dioxide emissions, approximately, compared with incandescent light bulbs and maintains an exceptionally long life span of 40,000 hours.
- Toshiba's new LED Downlight is 100 percent mercury free and emanates very few UV rays.
- Toshiba's LED Downlight is currently available in Japan and has received the prestigious Chairman's Prize of the Energy Conservation Center in Japan. This is the energy conservation center's grand prize for outstanding energy efficient products.

### Eco PCs

- Toshiba's entire line-up of Toshiba consumer and business laptops is rated [EPEAT® Gold](#) and is Energy Star qualified.

- Features like the power saving “Eco Utility™ Button” help users monitor their energy use by allowing them to run daily, weekly and monthly analysis reports that show accumulated power savings.
- Toshiba also ships its products with a minimum amount of plastics, dyes and packaging, while maximizing the use of recyclable materials. For example, all of Toshiba's new laptops are boxed in packing made of nearly all recyclable materials.

## Eco TVs

- In November 2009, MRM, a recycling management company founded by Toshiba, Sharp and Panasonic, won the US Environmental Protection Agency’s first national “Plug-In to eCycling TV Recycling Challenge” for its innovative approach to recycling consumers’ televisions. Established in 2007, MRM works to bring electronic manufacturers together to provide convenient and environmentally responsible recycling opportunities to consumers in all 50 states.

## Robust Recycling Programs

In FY 2008, Toshiba globally recycled 79,000 tons of its end-of-use products of which approximately 24,700 tons was PCs and TVs. For more information on Toshiba’s unique recycling solutions, please visit:

<http://www.toshiba.com/green> and <http://www.mrmrecycling.com>

## Environmental Vision 2050 and Mitigation of Global Warming

Over the past two decades, Toshiba has been committed to environmental sustainability. Toshiba Group’s environmental strategy is driven by its “Environmental Vision 2050” - a long term plan that specifically outlines the company’s efforts to significantly raise the eco-efficiency of its products and business processes. The goal is to increase eco-efficiency for the whole world by ten times by the year 2050 (Factor of 10 by 2050).

Additionally, Toshiba Group is actively carrying out various initiatives to curb increases in greenhouse gas emissions from the operation of its offices as a result of business expansion and keep them at 70 percent of the 1990 level or less by 2012.

### 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 environmental 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 employs 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>

### Toshiba in the U.S.

Toshiba’s U.S.-based companies and some of their chief products are as follows: Toshiba America Electronic Components, Inc. (Semiconductors, Flash Memory-Based Storage Solutions, LCDs, and custom chips); Toshiba America Information Systems, Inc. (Laptop Computers, and Hard Disk Drives, Telephony Products); Toshiba America Business Solutions, Inc. (Copiers, Facsimiles, Printers); Toshiba International Corporation (Motors, Motor Controls, Power Electronics, Power Generation Equipment, Automation, LED Lighting); Toshiba America Medical Systems, Inc. (Computed Tomography, Magnetic Resonance, X-ray and Ultrasound); Toshiba America Consumer Products, L.L.C. (Flat Panel LCD TVs,

and portable products); Toshiba America Nuclear Energy Corporation (Advanced Boiling Water Nuclear Reactors).

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