

TOSHIBA AMERICA, INC.

1251 AVENUE OF THE AMERICAS, SUITE 4110
NEW YORK, NY 10020

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Contact:
Mike Kilroy
Maples Communications, Inc.
(949) 855-3555
mkilroy@maples.com

TOSHIBA TO PLANT 80,000 TREES TO HELP FORESTS DAMAGED BY SOUTHERN CALIFORNIA WILDFIRES

*Donation to Arbor Day Foundation Part of Pledge
to Plant 1.5 Million Trees Worldwide by 2025*

NEW YORK, N.Y., June 3, 2008 – Toshiba America, Inc. (TAI) today announced a donation to the Arbor Day Foundation to plant 80,000 trees in Southern California national forest areas damaged by wildfires last October.

A check will be presented Friday by Toru Uchiike, TAI's chairman and CEO, to John Rosenow, founder and chief executive of the Arbor Day Foundation, at the National Press Club in Washington D.C.

Next spring, Toshiba volunteers will assist the Arbor Day Foundation in planting the new trees to help replace those lost to the fires. The tree planting will help prevent soil runoff and the growth of invasive plant species, while better protecting local watersheds and restoring indigenous forest habitats for wildlife.

Toshiba Corporation of Japan announced in June 2006 its group-wide initiative to plant 1.5 million trees worldwide by 2025, a year chosen to celebrate Toshiba's 150th anniversary, and to demonstrate its long-term commitment to help saving the global environment. The reforestation effort in Southern California is an important part of this initiative.



“Four of our Toshiba America companies are located in Southern California and we studied what we could do as a corporate citizen to contribute to the recovery of the area,” said Mr. Uchiike. “Last year, more than 500,000 acres of national forest were burned in California alone. That’s why we believe it’s important to support the Arbor Day Foundation and plant trees in the area damaged by the fires.”

“This initiative reflects the overall mission of Toshiba Group’s Environmental Vision 2050, our commitment to environmental management practices that promote harmony with the Earth,” said Mr. Uchiike.

“We applaud Toshiba for its commitment to help plant trees in the Southern California national forests,” said John Rosenow, founder and chief executive of the Arbor Day Foundation. “Toshiba’s commitment will help restore native wildlife habitat, clean the air, protect soils and waterways, and renew these beautiful and valuable natural resources for the benefit of generations to come.”

Toshiba Group’s “1.5 Million Tree Planting” global initiative is built around three pillars: the Afforestation Program, which plants trees through financial contributions and the efforts of employee volunteers; the Education Program, which raises environmental awareness through lectures and hands-on learning events; and the Financial Program, which marshals funds and other resources to help the forest. Currently, global tree-planting projects in Japan, China, Thailand, Kenya, Philippines, India, and Paraguay are planned or underway.

About the Arbor Day Foundation

The Arbor Day Foundation is a nonprofit education and conservation organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at www.arborday.org.

About Toshiba America, Inc.

Toshiba America, Inc. (TAI) is the holding company for five Toshiba operating companies in the United States, including more than 10,000 employees. TAI is also responsible for managing the U.S. implementation of Toshiba Corporation’s Environmental Vision 2050, a commitment to environmental management practices that promote harmony with the Earth and contribute to the creation of a richer lifestyle for society. Environmental Vision 2050 includes initiatives to reduce Toshiba’s own environmental footprint 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_8.htm.

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