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**TOSHIBA'S NEW A19 LED LAMPS TO BE FEATURED ON
BEST BUY WEBSITE AND IN SPECIAL SECTIONS OF SELECT BEST BUY STORES**

Toshiba International Corporation, Dec. 19, 2011 – Toshiba International Corporation announced today that its innovative new A19 LED lamp is now available on [Best Buy's website](#) and in special sections of select Best Buy stores.

The 40-watt equivalent LED light bulbs are featured in three Best Buy stores – one each in Houston, San Francisco, and Chicago – that just launched special home energy departments highlighting the latest and greatest energy-saving technologies. The LED lamp is also available on [Best Buy's website](#).

Unlike many other LED lamps launched to date, Toshiba's A19 boasts a more traditional light bulb shape – a feature that research shows is important to lighting designers, specifiers, and consumers. Toshiba's new A19 lamp is manufactured using patented technology that enables omnidirectional light distribution similar to that of an incandescent lamp. The A19 lamp is also dimmable and comes in a 2700K color temperature.

“Toshiba is extremely proud that its LED lamps have been selected as featured products in Best Buy's Home Energy Departments,” said Ken Honeycutt, Senior Vice President at Toshiba International Corporation and the Chief Venture Executive for Toshiba LED Lighting Systems Division.

Manufactured to ENERGY STAR® performance levels and undergoing ENERGY STAR® testing now, Toshiba's A19 LED lamp reduces energy use by more than 75 percent and lasts up to 40 times longer than incandescent lamps. In fact, based on an average use of three hours a day, the A19 lamp is rated to last 22.8 years. The lamp also features a 450-lumen output, reaches full brightness instantly, and contains no mercury or lead.

“Toshiba's LED lighting is already featured in art museums and businesses around the world; now consumers can experience this beautiful lighting in their homes,” said Peter DallePezze, Vice President of Marketing and Product Development, Toshiba International Corporation LED Lighting Systems Division.

“We believe Best Buy's decision to carry LED lighting speaks to the exciting transition that's taking place in the lighting industry,” DallePezze said. “Thanks to advances in technology, we are producing LED lamps that last for years and significantly reduce the energy usage in homes and commercial buildings. This represents a fundamental shift from selling a commodity product to a durable product with innovation behind it.”

The A19 lamp is backed by Toshiba's 120-year heritage as a preferred lighting manufacturer in Japan and by Toshiba's reputation worldwide as a reliable manufacturer of quality electronics products. As one of the largest lighting companies and LED lamp manufacturers in the world, Toshiba is dedicated to creating high quality light, while keeping energy consumption low. One hundred percent of Toshiba's current lighting product offering and lighting product development in the U.S. is based on LED technology.

To demonstrate their commitment to LED technology as the superior choice for lighting, Toshiba abandoned production of incandescent light bulbs in March 2010. Toshiba was the first major lighting

manufacturer to proactively discontinue the production of incandescent light bulbs in favor of energy-efficient LED lamps.

Further exemplifying Toshiba's commitment to producing high-quality, energy-efficient LED lighting, 25 of the company's LED light bulbs recently received the U.S. Environmental Protection Agency's ENERGY STAR label. In order to qualify for ENERGY STAR certification, light bulbs must use up to 75 percent less energy and last at least 15 times longer than comparable incandescent lighting.

About Toshiba International Corporation

Toshiba International Corporation (TIC) is a Toshiba America Inc. (TAI) Group Company, a wholly owned subsidiary of Toshiba Corporation. TIC is headquartered in Houston, Texas and employs approximately 1,100 people. TIC provides application solutions to a wide range of industries including lighting systems, industrial, power systems, and transmission and distribution systems. For more information about TIC, please visit www.toshiba.com/ind.

About Toshiba International Corporation's LED Lighting Systems Division

Toshiba International Corporation's LED Lighting Systems Division provides the North American market with a variety of high-efficiency LED products. Drawing upon Toshiba's 120-year heritage of lighting innovations in Japan and world-class electronic and semi-conductor technologies, the LED Lighting Systems Division is emerging as a leader in solid state lighting. The LED Lighting Systems Division is committed to providing lighting solutions that enhance the quality of life and meet the diverse needs of its customers. Further information is also available online at www.toshiba.com/lighting.