

TOSHIBA

Leading Innovation >>>

For Immediate Release
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Toshiba and ESPN Announce Innovative Ad Campaign and Sponsorship

New York and Bristol, Conn. -- Toshiba and ESPN, two companies built on innovation, today announced a new multi-platform sponsorship ad campaign launching in November and running throughout December of 2010. The campaign, which will promote both Toshiba [televisions](#) and [laptops](#), contains digital elements across ESPN.com as well as traditional television spots, in an effort to reach ESPN fans across numerous screens.

The two companies are collaborating on four custom spots, which use humor to connect the ESPN fan to the Toshiba brand. The spots demonstrate the superior experience fans have when watching sports on a Toshiba LED TV or a laptop. Two spots showcase Toshiba's LED TV, the flagship model of [Toshiba's LCD TV category](#), highlighting innovative features and advanced technology that improve the high definition viewing experience. Two additional commercials feature [Toshiba laptops](#), which provide the right blend of mobility and functionality, all designed to keep fans connected to sporting news and scores at all times.

In addition to traditional television commercials, the campaign features digital elements on ESPN.com and SportsCenter.com. Viewers will be able to vote for the "Innovative Play of the Week" online, tying in Toshiba's leadership in innovation with unique sports plays. In a related promotion, fans can vote for the "Innovative Play of the Year" to be entered into a product sweepstakes, which includes Toshiba prizes as well as an ultimate grand prize of a Toshiba laptop, a 55" LED TV, a Blu-ray player and a trip to ESPN's Studios.

"We have chosen the ideal partner in ESPN as both our companies are leaders and innovators in our respective categories," said Mr. Yoshihide Fujii, Chairman & CEO of Toshiba America, Inc. "This multimedia ad campaign is designed to resonate with consumers who are passionate about sports and are looking for the ultimate television or laptop viewing experience."

"From the first instant replay in 1963, innovation, technology and sports have been intrinsically linked," said Ed Erhardt, President, ESPN Customer Marketing and Sales. "We also know that sports fans are early adopters of technology, which is why this campaign was a great fit. And the fact that it originated out of Tokyo demonstrates the global nature of both companies."

About Toshiba

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components. Toshiba was founded in 1875, and today operates a global network of more than 730 companies, with 199,000 employees worldwide and annual sales surpassing US\$67 billion. For more information, please visit www.toshiba.com.

Toshiba America Consumer Products, L.L.C. (TACP) is owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, a world leader in high technology products with subsidiaries worldwide. TACP markets and sells a full line of home entertainment products, including flat panel TVs, Hi-Definition Blu-ray Disc players, TV/DVD Combination products and portable devices. Toshiba America Consumer Products, L.L.C. is headquartered in Wayne, New Jersey. For additional information, please visit www.tacp.toshiba.com or www.toshibatv.com.

Headquartered in Irvine, Calif., Toshiba America Information Systems is comprised of four business units: Digital Products Division, Imaging Systems Division, Storage Device Division, and Telecommunication Systems Division. Together, these divisions provide mobile products and solutions, including industry leading portable computers; projectors; imaging products for the security, medical and manufacturing markets; storage products for automotive, computer and consumer electronics applications; and telephony equipment and associated applications. More information about Toshiba's laptops is available at laptops.toshiba.com.

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About ESPN

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of six domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU), ESPN, ESPN2, ESPNEWS and ESPNU HD simulcast services, ESPN Regional Television, ESPN International (46 networks, syndication, radio, web sites), ESPN Radio, ESPN.com, *ESPN The Magazine*, ESPN Enterprises, ESPN PPV, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360.com (Broadband), ESPN Mobile Properties, ESPN on Demand and ESPN Interactive. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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