

PRESS RELEASE

Flash Fight 2009

Mitsubishi Electric advertises Game Design Competition for Ratinger pupils.

Ratingen, September 28th, 2009

A cool poster campaign and hot prizes shall "flash" to participate: Ratinger pupils of all school types are invited to program an internet game. The winner game will be online on the career site of the new homepage of Mitsubishi Electric.

The winner gets 300 Euro, the runner-up 200 Euro and the third place 100 Euro. Each winner school will receive additionally the same amount to purchase IT equipment. As an extra benefit, Mitsubishi Electric will invite the graduating classes of the school, which has sent the most replies, to a free job application training.

Start of the flash fight 2009 is October 1st. The challenge is to develop an interactive internet game including an icon, which is in line with the Mitsubishi Electric slogan "Let´s grow. Together." The game shall be programmed as a ShockWaveFlash data (.SWF), 800x850 pixel maximum and not bigger than 5 MB. You can find further technical conditions and information to the challenge under www.flashkampf-2009.de. Each pupil of a Ratinger school can participate.

"We feel as a Ratinger company and with the advertised game design we would like to motivate the kids in an age-appropriate way to face with IT subjects." The job application training is our contribution to prepare pupils for their successful career entry", explains Nicole Kleiner / Human Resources, who is responsible for the flash fight project. By the way, the German Branch of Mitsubishi Electric trains merchants in wholesale and foreign trade for many years. In addition, in the next year apprenticeship training positions for IT merchants will be offered, too.

Further information of Mitsubishi Electric Europe, German Branch:

<http://www.MitsubishiElectric.de>

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE:6503) is a recognised world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation helping European customers meet their business challenges, through providing innovative technologies and high quality products and solutions. The company recorded consolidated group sales of 3,665 billion yen (US\$ 37,4 billion*) in the fiscal year ended March 31, 2009. For more information visit <http://global.mitsubishielectric.com>

*At an exchange rate of 98 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2009

Press Contacts:

Mitsubishi Electric Europe B.V.

German Branch

Barbara Sutter
Manager Corporate Communications
Gothaer Straße 8
40880 Ratingen, Germany
www.MitsubishiElectric.de
Tel.: +49 - (0)2102 / 486-53 80
Fax: +49 - (0)2102 / 486-2000
barbara.sutter@meg.mee.com

Press Agency

Dr. Horst Lederer
Marketing – PR – Text
Höhenweg 14
50169 Kerpen
www.marketing-pr-text.de
Tel.: +49 - (0)2273 / 5 94 78 70
Fax: +49 - (0)2273 / 5 94 78 30
info@marketing-pr-text.de