



SHARP Electronics of Canada Ltd.
335 Britannia Rd. East
Mississauga, ON L4Z 1W9
www.sharp.ca

FOR IMMEDIATE RELEASE

SHARP BRINGS EXTRA PEACE OF MIND TO HOLIDAY TV SHOPPERS

Expanded AQUOS Advantage program offers unprecedented pre- and post-sales support for Canadian consumers

MISSISSAUGA – December 11, 2008 – As part of an ongoing commitment to provide best-in-class support to its valued customers, Sharp Electronics, the leading innovator of LCD technology, today announced the Canadian launch of AQUOS AdvantageSM. This program has been designed to offer the highest possible level of support to consumers who purchase a 42-inch or larger Sharp AQUOS[®] LCD TV, as well as expert advice to Canadians thinking of buying an HDTV in the near future.

Offered free of charge, the AQUOS Advantage program delivers a platinum-level customer support experience including priority repair services, extended weekday and weekend telephone support hours, and a dedicated toll-free support line staffed by highly-trained AQUOS Advantage Advisors. Beyond the services offered to AQUOS customers, however, Sharp is also making the expertise of the AQUOS Advantage Advisors available to any Canadians currently shopping for an HDTV. By calling 1-877-AQUOS09 (1-877-278-6709), Canadian consumers can get help with their research and free expert advice on choosing the right size and type of HDTV for their home.

“We want to help Canadian consumers make an informed and educated HDTV purchase, and get the most out of their AQUOS TVs,” said David d’Entremont, Manager of Service and Technical Support, Sharp Canada. “With the additional services we’ve added, the AQUOS Advantage program provides a support experience that is truly worthy of the AQUOS name.”

Sharp created the AQUOS Advantage program after conducting extensive research with consumers. Through this research, the company revealed the service offerings and premium service levels that customers valued most throughout the product ownership lifecycle, and tailored the AQUOS Advantage program to suit Canadians’ needs.

Enhanced Benefits

All Canadians who purchase a 42” or larger AQUOS TV and choose to become AQUOS

Advantage Members will be entitled to exclusive support benefits, for as long as they own their AQUOS TV, at no additional charge under the new program. In addition, AQUOS Advantage members who purchase popular Sharp AQUOS Blu-ray Disc players can also receive enhanced customer service for those products.

AQUOS Advantage Advisors will be able to guide Members through initial TV configuration, using a straightforward four-step High Definition set-up checklist that includes help with receiving HD content, configuring the remote control, selecting the correct cables, and adjusting the TV's settings. Members will also receive priority troubleshooting assistance and, when needed, repair services, including next business day scheduling and expedited service visits in many areas of the country. In some situations where an AQUOS Advantage program member's TV cannot be repaired on a first visit, the customer may be provided with a complimentary 32" Sharp HDTV on loan until the repair is complete.

In addition to the enhanced telephone support options available, a new password-protected personalized homepage has been created to provide AQUOS Advantage members with comprehensive information about their products. Special promotions for accessories will be made available exclusively to AQUOS Advantage members through this site.

New Sharp AQUOS customers can activate their membership by registering online at www.sharp.ca/aquosadvantage or by calling the dedicated toll-free number 1-877-AQUOS09.

- 30 -

About Sharp Electronics of Canada Ltd.

Sharp Electronics of Canada Ltd. is a wholly owned subsidiary of Sharp Corporation of Osaka, Japan, a worldwide developer of the core technologies integral to shaping the next generation of home entertainment, appliance and digital office equipment systems. A world leader in Liquid Crystal Display (LCD), Sharp is the developer of the SharpVision® line of projection products and the revolutionary AQUOS® LCD Televisions and has won numerous awards for the technology behind the AQUOS® line. Sharp continues to demonstrate its home entertainment leadership by advancing technologies such as High Definition Television (HDTV) and front projection technology. Sharp Electronics of Canada Ltd. is located in Mississauga, Ontario. For more information, visit www.sharp.ca

AQUOS is a registered trademark of Sharp Corporation.

CONTACT:

Michael O'Connor Clarke

Thornley Fallis Communications for Sharp Electronics of Canada Ltd.

416 515-7517 ext. 245

mocc@thornleyfallis.com