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FOR IMMEDIATE RELEASE

SHARP ELECTRONICS ENHANCES BLU-RAY LINE UP WITH THE ADDITION OF TWO NEW PLAYERS

Interactive features and state-of-the-art audio combine in next generation Blu-ray disc players

MISSISSAUGA— October 16, 2008 – Sharp Electronics, the leading innovator of LCD technology, strengthens its position in the Blu-ray market with the introduction of the BD-HP21U and BD-HP50U. The next generation HP21U now supports BD-ROM Profile 1.1, allowing users access to additional content from Blu-ray titles including special subtitles and audio tracks, extended bonus features and games. In addition to the advanced range of features available on the HP21U, the BD-HP50U can be managed by external control systems, enabling custom home entertainment installations.

Both Blu-ray players are equipped with state-of-the-art HDMI™ 1.3 digital output allowing users to send the highest-resolution video and audio signals possible to an AQUOS TV via a single cable. Through HDMI 1.3, the players support x.v. Colour, providing a wider colour spectrum for more vivid imagery. Furthermore, AQUOS LINK enables integrated and seamless operation between the Blu-ray disc player and AQUOS LCD TVs. With a single remote, users can control all TV and disc player operations, eliminating the clutter of multiple remotes.

“In addition to providing an unparalleled high-definition experience, our next generation Blu-ray players further enhance the viewer’s enjoyment with the addition of interactive features,” said Andrew Thompson, Marketing Manager, Consumer Products Division, Sharp Electronics of Canada Ltd. “Sharp is leading the way in LCD technology and our new Blu-ray players demonstrate that renowned AQUOS brand quality extends beyond the screen to the full high-definition experience.”

The HP21U and HP50U are compatible with the latest high-definition digital audio formats; they decode Dolby® True HD, DTS HD and Dolby Digital Plus, providing superior sound quality. The BD-HP50U also supports the newly-upgraded DTS-HD Master Audio standard, a lossless audio

system designed to reproduce sound that is bit-for-bit identical to the studio master for the optimum home audio experience.

Sharp's next generation Blu-ray players provide outstanding versatility and are compatible with a wide variety of formats including BD-ROM/RE/R, DVD Video, DVD-RW/R, DVD+RW/R, and Audio CDs. Both the HP21U and HP50U also support JPEG and MP3 files, allowing viewers to display a slideshow of their favourite digital images on screen. With USB ports included on both the BD-HP21U and BD-HP50U, the players also allow for easy firmware upgrades through standard USB thumb drives, ensuring customers' investment is future-proofed. Sharp's proprietary Quick Start feature, incorporated into both new players, ensures consumers can be enjoying stunning high-definition content in less than 10 seconds after loading a disc – a fraction of the time of most Blu-ray players on the market.

The HP50U further impresses, housing a built-in RS-232C port which enables custom installations; an IR input allows the unit to be controlled wirelessly through a remote sensor so that the player can be placed out of sight in a cabinet or closet. The top-end player also supports Lip Sync, which automatically adjusts audio and video signal processing times to eradicate on-screen speech synchronisation errors.

With an output of 1920x1080 video at 24 frames per second, the HP 21U and HP50U match the frame rate of the original film. This feature eliminates the need for frame-rate conversion that can cause motion artifacts and flickering in films and degrade image quality. Both are completely compatible with older DVDs and are capable of upscaling the image at playback time, improving the picture performance on high-definition TV screens.

Sharp's renowned care and craftsmanship are also evident in these players, reflecting the company's reputation of creating exceptional products that look as stunning as the image they project. Both the HP21U and HP50U are available in Sharp's distinguished piano black finish with one of the slimmest designs in the industry.

Pricing & Availability

The BD-HP1U is available for a retail price of \$349.99

The BD-HP50U is available for a retail price of \$479.99

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

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