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FOR IMMEDIATE RELEASE

SHARP ELECTRONICS BRINGS STYLISH SUMMER BLOCKBUSTER VIEWING HOME WITH NEW LCD TVS

AQUOS® E Series Features Advanced Super View Superluculent Panel for Superior Image Quality

MISSISSAUGA, ON – May 26, 2009 – Catching up on the latest action flicks at home has never looked better with Sharp Electronics of Canada's introduction of its new AQUOS® E Series of Liquid Crystal Display(LCD) TVs, including the E77U models and the E67U models. Sharp's new E Series rounds out a lineup of Full-HD 1080p LCD TVs that bring enhanced picture quality to the forefront as Canadians turn to their favourite summer blockbusters to entertain them at home.

The first to bring LCD TVs to Canadians, the technology behind Sharp's E Series models is designed to work with any kind of in room lighting, providing an optimal viewing experience in any light condition. Through this proprietary AQUOS Advanced Super View (ASV) Superluculent Panel, viewers will notice dramatically brighter and crisper picture quality. The E Series also incorporates an elegant new design, featuring décor-friendly colour accents at the bottom of the frame and, with E77U models, a newly-designed swivel stand that makes it easy to adjust the television angle.

"When consumers decide to purchase a flat-screen TV, their top priority is superior picture quality," said Andrew Thompson, Marketing Manager, Consumer Products Division, Sharp Electronics of Canada Ltd. "These new AQUOS LCD TVs have the technology to mitigate any light from the room that might ordinarily reflect off the screen and they incorporate the only 10-bit colour panels on the market which display 64 times more colour than other LCD TVs. With a whole range of summer blockbuster movies coming out – from spy movies to action films – consumers are looking for a television like this that can deliver a top-quality viewing experience in their home."

E77U Series

The E77U models are available in 52", 46" and 40-inch screen sizes (LC-52E77U, LC-46E77U and LC-40E77U respectively).

The E77U Series features Sharp's Fine Motion Enhanced technology for 120Hz Frame Rate Conversion and a fast pixel response time of 4ms, ensuring this series provides the ultimate medium for high-definition viewing of fast-action imagery.

With Sharp's new 10-bit ASV Superluculent Panel and 10-bit processing engine, the E77U models are able to achieve maximum expression of the Full-HD 1080p picture, with a pallet of more than one billion viewable colours . The Superluculent Panel applies an ultra-smooth finish that minimizes gloss while intensifying panel brightness and contrast. The ASV panel with Spectral Contrast Engine XD (Extreme Dark), UD (Ultra Dark) on the LC-40E77U provides a high dynamic contrast ratio, enabling deep blacks that can beautifully reproduce even the darkest scenes.

Two components of the Spectral Contrast Engine, Optical Picture Control (OPC), which automatically adjusts luminance to room brightness and lighting conditions, and Brightness Preservation picture processing with backlight control make these models very energy efficient. In fact, all models in this series exceed the latest ENERGY STAR® 3.0 certification requirement by at least 15%.

Not only does the E77U series provide a stunning picture, but it also features a new design sure to complement any decor. The black cabinet blends elegantly into a soft champagne gold hue that accents the bottom of the frame, befitting both modern and traditional design schemes. The series also comes equipped with a full array of connectivity options, including five HDMI™* (version 1.3 with Deep Colour and 24p input capability) and two HD component video inputs, all of which are 1080p compatible, accepting signals from Blu-ray and advanced gaming devices. A dedicated PC input and RS-232 port for custom installations add to the feature set.

E67U Series

Sharp's E67U models are available in 40" and 32" screen sizes (LC-40E67U and LC-32E67U respectively).

Both E67U models incorporate Sharp's ASV Superluculent panel technology, providing the most detailed Full HD 1080p picture possible. Additionally, these models come fully equipped with HD inputs - four HDMI™ with 24p input capability and two HD component video inputs, all 1080p compatible.

Like the E77U models, the E67U models include energy saving features with Sharp's OPC and adhere to the new ENERGY STAR® 3.0 standard. The E67 models boast a new design, with a subtle copper hue at the bottom of the cabinet.

Both models also come equipped with advanced gaming features to satisfy video gamers looking for superior picture quality. Sharp's proprietary Vyper Drive circuit reduces the lag time between the game console input and the TV display to imperceptible levels, ensuring video gamers a seamless gaming experience.

Pricing and availability

The Sharp AQUOS E Series will be available across Canada beginning May, 2009. Suggested retail prices for the E Series are as follows:

<i>Model Name</i>	<i>Retail Price</i>
LC-52E77U	\$2,499.99
LC-46E77U	\$1,999.99
LC-40E77U	\$1,499.99
LC-40E67U	\$1,199.99
LC-32E67U	\$949.99

About Sharp Canada

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.

* The LC-40E77U comes equipped with 4 HDMI™ connectors.

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