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News Release

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GROUNDBREAKING NEW FOUR-PRIMARY-COLOUR LCD TV TECHNOLOGY FROM SHARP® BRINGS A WHOLE NEW WORLD OF COLOUR TO CANADIANS

- Revolutionary four-primary-colour technology adds yellow to TV's traditional red, green and blue (RGB) filter, expanding the colour gamut and faithfully rendering nearly all colors that can be discerned with the unaided human eye
- Three UltraBrilliant Edge-lit AQUOS LED LCD TV Series debut with sizes ranging from 40 inches to an industry-first 68-inch screen class
- Newly developed dramatic, contemporary design sets the standard

LAS VEGAS, January 6, 2010 – Sharp today announced three new AQUOS LCD TV Series with LED backlight - the LE920/820/810 Series - breaking new ground in LCD technology and design. Premiering in Canada in Spring 2010, this next-generation set of UltraBrilliant Edge-lit AQUOS LED LCD TVs unveils a revolutionary technology, introducing never-before-seen colours to the TV industry. Unveiled by the company at the 2010 International Consumer Electronics Show (CES), Sharp's proprietary four-primary-colour technology enables more than a trillion colours to be displayed for more sparkling golds, Caribbean blues and sunflower yellows.

“As a pioneer in the LCD industry, Sharp continues to advance the technology, introducing its first LED-backlight LCD TV on the market less than two years ago and paving the way for larger screen sizes, thin designs and Internet connectivity,” said Mikio Katayama, president and chief operating officer, Sharp Corporation. “We have changed the way an LCD TV produces an image with the new four-primary-colour technology, allowing us to broaden the visual experience and immerse consumers in a new world of colour.”

Four Primary Colour Technology

This four-primary-colour display employs a four-colour filter, for the first time in the industry, that adds the colour Y (yellow) to the three colors of R (red), G (green), and B (blue).

This combination expands the colour gamut, faithfully rendering nearly all colours that can be discerned with the unaided human eye. Four-primary-colour technology enables the display to reproduce colours that have been difficult to portray using conventional LCD displays, such as the golden yellow colour of brass instruments.

When combined with Sharp's 1080p X-Gen LCD panel, which incorporates UV²A Technology, the displays offer dramatic reduction in energy consumption compared to conventional fluorescent-backlight LCD TVs.

Continuing Sharp's history of innovation and originality, these AQUOS offer a stunning new contemporary design that pushes the envelope for flat-screen television artistry. At only 1.6-inches thin, the full-front panel glass (on the LE920 and LE820 series) extends to meet the slim border for a subtle edge that befits the elegance of a modern home theater.

These advanced 1080p AQUOS LCD TVs with LED backlight also include Sharp's newest version of AQUOS Net, which delivers streaming video with Netflix®*. AQUOS Net gives users instant access to customized Web-based content as well as AQUOS Advantage Live real-time customer support.

The new AQUOS LCD TV product lines are all compliant with Energy Star® Version 4.0 standards which become effective in May 2010 and are equipped with Sharp's OPC function that automatically adjusts the unit's brightness based on the lighting of the room, as well as Sharp's AquoMotion 240Hz technology** which offers outstanding performance for fast-action imagery, virtually eliminating blur and artifacts on fast-moving video.

Also featured on the new AQUOS LED LCD TV product lines:

- Four HDMI™ with Instaport™ quick switching to avoid delay when switching between sources
- 1080p component video input
- RS-232C input for custom installations
- PC input so the TV serves a dual purpose as a PC monitor
- Ethernet jack for high-speed Internet
- USB input for music/photos(LE820/810)

Get set to experience Sharp AQUOS LED with four-primary-colour technology, the evolution of LCD TV, in Spring 2010 at major retailers and specialty AV dealers across Canada. Discover a world of colour you've never before experienced on an LCD TV.

Pricing

The Sharp AQUOS LE920/820/810 LCD TV Series with LED backlight will be available in screen sizes ranging from 40 to 68-inches, starting at \$1,999.00 for the 40 inch LE810 series.

For more information on Sharp's current full line of Liquid Crystal Televisions, visit Sharp Canada at: www.sharp.ca.

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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, air purification 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's Plasmacluster Ion technology makes them a world leader in Air Purifier technology. Sharp Electronics of Canada Ltd. is located in Mississauga, Ontario. For more information, visit www.sharp.ca.

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*Pending Netflix availability in Canada

**Offered on LE920 Premium Series

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