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MRM ESTABLISHES NATIONWIDE PROGRAM FOR RESPONSIBLE, CONVENIENT ELECTRONICS RECYCLING

Panasonic, Sharp and Toshiba to Utilize MRM Services to Operate Individual Nationwide Manufacturer Recycling Programs

LAS VEGAS, NV (January 7, 2009) –Electronic Manufacturers Recycling Management Company, LLC (MRM), a leading provider of e-waste recycling management services to manufacturers, announced today it has established a national recycling infrastructure that manufacturers can utilize to provide convenient recycling opportunities for consumers. Beginning January 15, 2009 the MRM Recycling network will provide recycling opportunities at 280 locations with at least one recycling center located in each state, making it one of the most comprehensive national recycling networks. MRM will continue to expand its program and expects to have established at least 800 drop-off locations by 2011.

Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, will be the first companies to utilize this expanded recycling service to operate their individual manufacturer recycling programs.

Consumers can drop off Panasonic, Sharp and Toshiba brand consumer audio and video electronics products for recycling at any one of the 280 locations nationwide. A complete list of locations where Panasonic, Sharp and Toshiba products can be recycled is available on the MRM website at www.MRMrecycling.com.

“MRM is focused on enhancing the environmental sustainability of individual company brands and product offerings through convenient, environmentally sound and efficient recycling,” said MRM President David Thompson. “With the establishment of the nationwide recycling program, one of most comprehensive in the industry, we have proven that collaborative effort is the most effective way to provide consumers with convenient recycling opportunities.”

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MRM currently works with local governments, non-profits such as Goodwill and private waste management companies to offer consumers convenience, while minimizing the environmental burden associated with driving long distances or waiting in line at collection events to drop off electronic products for recycling. In addition MRM will begin testing a new concept being pioneered by one of our recycling partners, Eco International, of using public storage sites to provide convenient, cost effective recycling opportunities for consumers. The MRM infrastructure will include 40 of these sites and will expand if they prove to provide the level of service that both our manufacturers and consumers desire.

To ensure safe, convenient and responsible recycling, MRM has teamed with leading recycling companies CRT-Processing, Creative Recycling Systems, Eco-International and Materials Processing Corporation. MRM is committed to eliminating the export of hazardous electronic waste to developing countries.

About MRM

Established as a joint venture by Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, Electronic Manufacturers Recycling Management Company, LLC ("MRM") operates a national take-back and recycling program that is open to all manufacturers. The joint venture company has been set up to serve the needs of electronics manufacturers who will be responsible for take-back of products under new electronic waste recycling laws, as well as the needs of consumers for convenient access to electronic recycling opportunities. For more information see www.MRMrecycling.com

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