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## **MITSUBISHI ELECTRIC BRINGS 'ECO CHANGES' TO THE WORLD**

**London, June 30th, 2010** – Mitsubishi Electric Corporation (TOKYO: 6503) announced that from today it will roll out its environmental statement, “**Eco Changes** - for a greener tomorrow,” across Europe and globally to communicate the company’s management stance on a variety of environmental initiatives.

**for a greener tomorrow**



Building on the roll out of “**Eco Changes**” within Japan, which began in June 2009, Mitsubishi Electric formulated “**Eco Changes** - for a greener tomorrow” as a company-wide statement for its global operations, where the company is aiming to expand its environment-related businesses.

“This is an exciting step forward, allowing us to outline how we will use our broad product range to deliver our environmental vision of moving to a globally sustainable society,” says Masaki Wakabayashi, General Manger Strategic Planning, Mitsubishi Electric Europe B.V.

“Our global reach puts us in a unique position to create positive changes to the highest environmental and performance standards in homes, in businesses and in society. Ultimately, Eco Changes allows us to turn our environmental vision into reality and together with our customers, make the world more ecological.”

In the fiscal year ended March 31, 2010, sales outside the Japanese market represented 32.5% of the Mitsubishi Electric Group’s consolidated net sales. This ratio is expected to rise in line with the global expansion of Mitsubishi Electric’s environment-related businesses and social infrastructure systems business, which are key factors in the company’s growth strategy.

As part of this, Mitsubishi Electric will not only seek to enhance its competitiveness, but will also aim to establish a strong presence as a global entity that contributes to realising a low-carbon, recycling-based society through its diverse business activities.

### **About Eco Changes**

Eco Changes expresses Mitsubishi Electric's commitment to environmental management, communicating the company's continuous strive for a greener tomorrow through cutting-edge environmental technologies and manufacturing know-how. Through a wide range of technologies and businesses for homes, offices, factories, infrastructure and even outer space, Mitsubishi Electric is striving to contribute to the realisation of a sustainable society. In line with "Changes for the Better," Mitsubishi Electric's corporate statement that reflects the company's perpetual drive to actively seek and enact improvement, Eco Changes represents Mitsubishi Electric's work with customers to change the global environment for the better.

For more information on Mitsubishi Electric's environmental commitment, products and activities, please visit <http://www.MitsubishiElectric.com/eco/>

### **About Mitsubishi Electric**

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,353.2 billion yen (US\$ 36.1 billion\*) in the fiscal year ended March 31, 2010. For more information visit <http://global.mitsubishielectric.com>

\*At an exchange rate of 93 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2010