

February 15, 2007

To whom it may concern

FUNAI ELECTRIC CO., LTD., ENTERS PARTNERSHIP AGREEMENT WITH THE BOSTON RED SOX

On February 15, 2007 (Japan time), Funai Electric Co., Ltd. (Headquarters: Daito, Osaka Prefecture; President and CEO: Tetsuro Funai), announced that they have entered a partnership agreement with the major league U. S. team the Boston Red Sox.

The Red Sox' hiring of both pitchers Daisuke Matsuzaka and Hideki Okajima this season naturally attracted great attention by the media in Japan as well as the United States. A large contingent of Japanese media is expected to cover the activity of these much-anticipated pitchers. By entering this new partnership agreement, Funai Electric and the Boston Red Sox expect to establish and increase their brand name recognition in both Japan and the United States through this partnership agreement.

MAIN POINTS OF THE PARTNERSHIP AGREEMENT

- **Both the FUNAI logo and the Red Sox logo will be on banners and backboards in the special room where the Japanese media will conduct pre and post-game interviews with Japanese players on the Red Sox team at Boston's Fenway Park (baseball stadium), the Red Sox' home stadium. This agreement, moreover, is an exclusive agreement with Funai Electric.**
- As far as permitted by other teams, backboards displaying the FUNAI logo and the Red Sox logo will be used when the Japanese media interview Japanese players on the Red Sox at road games outside this home stadium.
- The FUNAI logo will be used on the mass media tent, billboards in the stadium, directional signs, and other locations at the Red Sox' spring training facilities in Fort Myers, Florida
- Funai plans to place a variety of ads in U. S. publications, including the official Red Sox magazine.

ABOUT THE BOSTON RED SOX

A charter member of the American League in 1901, the Boston Red Sox have been one of the most successful major league teams over the last several decades, on and off the field. The team has a .540 winning percentage beginning in 1969, second best among the 30 MLB teams in that

period, has produced nine consecutive winning seasons, and has advanced to post-season play in three of the last four years. The Red Sox play their home games at “America’s Most Beloved Ballpark,” Fenway Park, where the team has established attendance records for each of the last seven years. Active in the community, the Red Sox Foundation is recognized as the largest sports foundation in News England.

ABOUT FUNAI ELECTRIC CO., LTD.

Funai Electric is an integrated audiovisual household electronics manufacturer which manufactures and sells products including liquid crystal televisions, plasma televisions, DVD recorders, DVD players, printers, and digital still cameras in the United States, Japan, and the countries of Europe and Asia. Funai uses two brand names on products developed in Japan, “FUNAI” and, through its subsidiaries, “DX BROADTEC”.

Headquarters	7-7-1 Nakagaito, Daito, Osaka Prefecture
Established	August 9, 1961
Capitalization	31,264,000,000 yen (as of December 31, 2006)
Representative	President and CEO Tetsuro Funai

INQUIRIES ABOUT THIS PRESS RELEASE

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