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TOSHIBA FEATURES FULL LINE UP OF TECHNOLOGY PRODUCTS AT CES 2003

*Products Include Highest Resolution LCOS Set Available, New DVD Portables, DVD/TiVo
Combination Product and HD DVD and AOD Prototypes*

CES, LAS VEGAS, January 8, 2003 – Toshiba America Consumer Products Inc., a leader in innovative digital technologies, and Toshiba Corporation will be showcasing its full line of consumer electronics at the International CES (booth #13616). From award winning products to brand new technologies, Toshiba will be displaying and demonstrating the very latest in television, DVD and other digital innovations.

Exciting News from Toshiba TV – Two New Products Now at Retail, and More to Come

A recipient of CES “Best Of Innovations” award, Toshiba’s award winning 57”w 1080p Liquid Crystal on Silicon (LCOS) based Projection TV is now shipping to select Cinema Series® retailers nationwide. Featuring the world’s first three-1080p chip system, the 57HLX82 57-inch wide screen projection TV utilizes LCOS technology with 6 million pixels to create unequalled picture quality, bringing the future of digital home entertainment into today’s home theaters.

In addition, Toshiba announced that they have begun shipping the new model TDP-MT8U high definition DLP™ front projector. Utilizing the new higher contrast HD2 chip, the Toshiba “MT8” brings the perfect combination of advanced technology, innovative design and brilliant results sought by home theater videophiles looking for a super large cinema-style experience with high-performance features and dramatic visual impact.

As part of an overall enhancement of their digital displays, Toshiba’s TV group also announced that they will be aggressively developing and marketing a complete line of integrated HDTV sets in both the TheaterWide HD and Cinema Series HD lines and will be significantly increasing its line up of LCD TV sets with seven new screen sizes in 2003. Featured in Toshiba’s booth are new 14 and 20-inch wireless LCD TV models.

More Developments from Toshiba Video

There is also the very latest in portable DVD with two new models introduced into the line. The SD-P1200 is the first portable DVD player available with a fashionably styled, sure-grip design in an eye popping red color. The ergonomically designed SD-P1200 features a cabinet design with a faux rubberized texture and a 7” wide screen TFT LCD. For added portability, this full-featured model offers a 3.5 hour Lithium Ion battery and a credit card sized remote control.

The SD-P2500 builds on the popularity of the industry’s only portable DVD-Video/Audio player with progressive scan output and an 8.9” high-resolution widescreen (SD-P2000). The all-new SD-P2500 features Super ColorStream Pro® progressive scan output, DVD Audio and the industry’s highest resolution LCD screen with 614,000 pixel resolution.

Toshiba also displayed the newly developed Digital Media Server, a DVD/DVR product. This model will be the very first combination of DVD and TiVo technologies resulting from a licensing agreement announced in November 2002. The TiVo/Toshiba combination DVD/DVR will broaden Toshiba’s extensive line of DVD players to a new category that

offers pleasure and convenience to consumers and opens a new dimension of digital entertainment lifestyle. The product is currently scheduled for introduction in the second half of 2003.

Also adding to the new DVD line-up are two new DVD/VCR combination models. The SD-V290 and the SD-V390 offer consumers a convenient, one-unit solution for high quality entertainment in both DVD and VHS formats.

Building upon its industry-leading line of TV combination products, Toshiba is unveiling its new 2003 lineup of combination models, expanding TV/DVD models with new screen sizes and enhanced cosmetic design to meet fast growing consumer demand. With 10 high-performance TV combination models, Toshiba reaffirms its leadership in this growing market and showcases its legacy in superior engineering and uncompromising design.

Also at CES, Toshiba announced the company's first DVD Home Theater system. Toshiba's model SD-43HT is a slim design, integrated DVD and receiver unit with Digital Cinema Progressive Scan, multi-channel amplification, packaged with five satellite speakers and an 8" subwoofer.

Digital Innovations

As a proven leader in the development of DVD technology, Toshiba has taken another giant step forward by demonstrating the next generation of DVD players in the CES booth. With its prototype HD-DVD9 player using a red laser, and MPEG-4 AVC compression, Toshiba will be demonstrating how it is possible to store approximately 135 minutes of high definition video images on a current two-layer, 8.5GB DVD-ROM disk.

Additionally, Toshiba will demonstrate the next-generation Advanced Optical Disk System (AOD) with a 405nm wavelength blue laser. While AOD supports large capacity storage of high definition video images and large PC data, it also easily secures compatibility with

current DVD by using the same 0.6mm bonded disk. Toshiba will be demonstrating a prototype of the AOD video recorder, and a prototype of the AOD rewritable drive from NEC, Toshiba's partner in proposing this AOD technology.

Editors Note: All press inquiries on Toshiba's next generation Advanced Optical Disc and DVD9 players, should be directed to the Corporate Communications Department listed below.

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About Toshiba America Consumer Products, Inc.

Toshiba America Consumer Products, Inc. is an independent operating company, owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, a world leader in high technology products with subsidiaries worldwide. Toshiba America Consumer Products is a pioneer in DVD technology and a leading manufacturer of a full line of home entertainment products, including televisions, home theater projectors, combination products and portable devices. Toshiba America Consumer Products is headquartered in Wayne, New Jersey with production facilities in Lebanon, Tennessee. For additional information please visit www.toshiba.com/tacp.

About Toshiba Corporation

Toshiba Corporation is a leader in information and communications systems, electronic components, consumer products, and power systems. The company's integration of these wide-ranging capabilities assures its position as a leading company in computing, wireless networking, and audio and visual products and other electronic devices. Toshiba has 176,000 employees worldwide and annual sales of over US\$40 billion. Visit Toshiba's website at <http://www.toshiba.co.jp/index.htm>.

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