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TOSHIBA EXPANDS PORTABLE DVD LINE WITH THE INTRODUCTION OF TWO NEW DESIGNS

SD-P1200 Marries Fashion and Technology and SD-P2500 Features New Slim Cosmetic Design, Enhanced Audio Speakers and Multi-media Card Slot

CES, LAS VEGAS, January 8, 2003 – From the company that developed the industry's only progressive scan portable DVD-Video/Audio player with a high-resolution widescreen 8.9-inch TFT LCD display come two new portable models designed to match consumers growing thirst for portable DVD products that complement active lifestyles.

Toshiba introduces the SD-P1200, the first portable DVD player in a fashionably-styled, “sure-grip” design in an eye popping red color. The ergonomically designed player features a cabinet design with a faux rubberized texture and a 7” widescreen TFT LCD. For added portability, the full-featured model offers a 3.5 hour Lithium Ion battery and a credit card sized remote control. Additional features include multi-disc compatibility and a JPEG Viewer.

Toshiba further enhances the portable DVD viewing experience with the all-new SD-P2500. Technology features like Super ColorStream Pro® progressive scan output, DVD Audio and the industry’s highest resolution LCD screen continue in the SD-P2500 – from the SD-P2000 – and are complemented by new side panel audio speakers that are countered to match the new slim design. The unit also features an SD/SM/MMC Memory Card Slot for JPEG viewing.

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"Consumers want to be able to play their favorite DVDs wherever they go," said Jodi Sally, Director of Marketing for Toshiba Video Products. "Toshiba's portable DVD players not only offer the highest level of DVD video and audio technology, but also innovative and compact designs that fit the mobile lives of today's consumers."

No longer just for the business executive on the go, Toshiba's portable DVD players match function to lifestyle. The SD-P2500 and SD-P1200 are ideal companions for all types of travel. Offering 2 headphone jacks, the SD-P2500 and the SD-P1200 are perfect for a shared A/V experience and both offer multi-disc playback capability, including DVD-Video, DVD-R, Compact Disc, Video CD, CD-R and CD-RW, as well as MP3 playback of CD-R/CD-RW.

The slim design SD-P2500 features an 8.9-inch Poly-Silicon thin-film transistor active matrix display that provides an exceptionally brilliant 614,000 pixels (1024x600) resolution. Advanced-resolution DVD-Audio compatibility ensures that users will enjoy powerful, high-fidelity music that captures all of the warmth, realism and nuance of 2-channel DVD-Audio performances. For additional viewing flexibility, the SD-P2500 includes a full complement of audio and video connections for quick and easy playback through virtually any existing home theater system. With a redesigned, lighter 3.5-hour Lithium Ion rechargeable battery pack, the Toshiba SD-P2500 is a portable theater that permits users to enjoy high-quality audio and video entertainment anytime, anywhere.

The SD-P2500's newly designed front firing audio speakers has an output wattage of 1.5W and audio and video mini-plug outputs, standard S-Video connector, digital audio output plus component video out add to the SD-P2500's flexibility. In addition, a monitor input permits users to connect portable video products such as a camcorder, and view the imported images on the 8.9-inch high-resolution LCD screen.

For total ease of operation, the SD-P2500 features an advanced NAVI menu conveniently integrated for convenient access of key player functions. All player and DVD menu functions are also accessible using the intuitive four-way cursor co-located on the remote control and the top panel of the player.

Both models weigh less than 2 pounds without the battery pack. The SD-P2500 will be available in May 2003 at a suggested retail price of \$799.99. The fashionable 7" SD-P1200 will be available in April 2003 at a suggested retail price of \$599.99.

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.

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