

Contact Information:

Daniel O'Connell
Griffin Public Relations & Marketing
(212) 481-3456 x12
doconnell@griffinpr.com

Mitsubishi Digital Electronics America Joins ExaDigm and Chase Paymentech Solutions to Equip Mitsubishi Photo Kiosks with Credit Card Payment Capability

LAS VEGAS, NV, March 8, 2007 – In a move that couples one of the industry's highest performing, most reliable digital photo kiosks with comprehensive transactional technology and services, Mitsubishi Digital Electronics America today announced an agreement with point-of-sale terminal manufacturer ExaDigm and payment services provider Chase Paymentech to provide credit card payment options on its DPS Kiosk 7000. The collaboration effectively closes the loop on photo kiosks for retail applications and provides businesses of all types with a space and management efficient revenue-generator while providing customers with high quality digital photo printing and an array of payment options.

Available this spring, Mitsubishi Photo Imaging's DPS Kiosk 7000 will feature a complete transactional package that makes the DPS Kiosk 7000 an even more compelling business decision for retailers.

"The DPS Kiosk 7000 was engineered with retail businesses in mind to deliver the highest performance for customers, but require the least amount of management time and attention from the retailer," said Darla Achey, product marketing specialist, Mitsubishi Digital Electronics America Imaging Products. "Now, with the addition of the credit card payment capability we're reducing management time even further while providing customers with greater convenience and choice. We are pleased to join with proven leaders like ExaDigm and Chase Paymentech who share our commitment to the retailer and the customer."

A leading innovator of wireless and wired point-of-sale (POS) terminal solutions, ExaDigm integrated its XD1000 countertop POS terminal with the DPS Kiosk 7000 photo station. Recommended card services provider Chase Paymentech Solutions, completes the financial transaction chain.

ExaDigm National Sales Director Chase Oelkers added, "Mitsubishi Photo Imaging has demonstrated a strong understanding of the business needs of retailers at all levels, from single store operators to large chains. They have backed up this understanding with kiosks that match performance with reliability, and we are very pleased to work with Mitsubishi and Chase Paymentech to extend the convenience and versatility of the DPS Kiosk 7000."

"Credit card acceptance reduces operational costs for the retailer, and at the same time lets the consumer choose the preferred method of payment," said Peter Gasparro, Chase Paymentech's group executive. "We're very happy to work with acknowledged industry leaders on this collaborative effort to provide substantial benefits for merchants and their customers."

The versatile DPS Kiosk 7000 processing unit can be placed on a counter or mounted on an optional pedestal base that holds the kiosk unit and the output printers. Screen size and ease of use are not compromised by the small size, as the DPS Kiosk 7000 boasts a user-friendly 17" SXGA touch screen menu. The large screen and easy-to-navigate menu system make producing prints a pleasant process for customers. Photo editing and enhancement features are available within the system, allowing users to customize photographs with frames and borders, as well as functions such as cropping, red-eye removal, magnification and zoom. Supported by Mitsubishi's high-performance dye sublimation digital photo printers, the DPS Kiosk 7000 system offers multiple printer hook-ups and provides several output print sizes. Printers currently available with the DPS Kiosk 7000 are the CP-9550DW-U, providing 4" x 6", 5" x 7" and 6" x 9" prints, and the CP-3020DAU, outputting 8" x 10" and 8" x 12" prints.

Payment can be made using credit cards, cash register-generated passwords, operator cards or pre-pay cards available in the store — methods that have been shown to enhance in-store manageability and control while limiting credit card administration and fees.

About Mitsubishi Digital Electronics America

Headquartered in Irvine, Calif., Mitsubishi Digital Electronics America, Inc. is a subsidiary of Mitsubishi Electric Corporation of Japan, a worldwide leader in premium quality imaging and presentation products that set the standard in innovation, performance and reliability.

The Photo Imaging Division of Mitsubishi Digital Electronics America manufactures and markets a wide range of products for the photographic industry, including an extensive line of digital photo printers and kiosks. For information on photo products call toll-free 888-307-0388 or visit www.mitsubishi-imaging.com/photo.

About Chase Paymentech

Chase Paymentech Solutions, LLC, headquartered in Dallas, Texas, is the world's largest merchant acquirer accepting payments at the point of sale, internet, retail, catalogue and recurring billing. The privately-held company is an end-to-end processor for merchants of all sizes and industries. The company processed approximately 18.2 billion transactions in 2006, with more than \$660.6 billion in annual bankcard and debit volume. Chase Paymentech's customer base reflects the most respected brands in the world and represents more than 600,000 merchants with nearly 1 million locations globally. Chase Paymentech is a joint venture between JPMorgan Chase & Co. and First Data Corp. Learn more about Chase Paymentech at www.chasepaymentech.com.

About ExaDigm, Inc.

ExaDigm is the leading innovator of modular IP-based wired and wireless point-of-sale (POS) terminal solutions. Through a detailed understanding of the technology, wireless and point-of-sale industries, as well as through extensive relationships with financial institutions, ISOs, and transaction processors, ExaDigm provides innovative technology-focused solutions enabling businesses worldwide to expand revenues, reduce costs and boost productivity.

Founded in 2000, ExaDigm is headquartered in Santa Ana, California, with operations around the globe. For more information, visit www.exadigm.com.