

## **NEC Electronics America Offers an Xbox 360 to DesignCon 2006 Attendees**

### **Visitors to NEC Electronics America's Booth Can Enter Drawing to Win a Cutting-Edge Game Console**

DesignCon 2006, SANTA CLARA, Calif., February 7, 2006 – NEC Electronics America, Inc. is inviting registered attendees at the DesignCon 2006 exhibition to visit the company's booth, number 419, and enter a raffle to win an Xbox 360 video game and entertainment system and race head-to-head against the competition in Project Gotham Racing® 3. Winners of the head-to-head matches will receive a free remote-control racecar while supplies last. Also available in the NEC Electronics America booth are displays and demonstrations of many devices powered by NEC Electronics ASIC, IP and ASSP solutions for the networking, automation and consumer electronics markets. More information about products on display in NEC Electronics America's booth can be found at <http://www.am.necel.com/promo>.

"NEC Electronics' 90-nanometer embedded DRAM technology plays an important role in helping the Xbox 360's graphics controller deliver its exceptional graphics performance, and DesignCon 2006 attendees can see the graphics power of the Xbox 360 first hand in our booth," said Kazu Yamada, vice president and general manager, custom SoC solutions, NEC Electronics America. "We are very proud and excited to be an integral part of this highly successful gaming and entertainment platform."

Exhibition attendees can enter to participate in the raffle drawing for the Xbox 360 system by visiting booth 419. While there, attendees are invited to test their racing skills by playing Project Gotham Racing 3, a popular new game for the Xbox 360 system that features the ultimate roster of the hottest super cars in existence, reproduced in high-definition and dropped into a completely new gaming world. Winners of these racing match-ups will receive a remote-control racecar while supplies last. The drawing for the Xbox 360 system will be held at 6 p.m. on February 8, and the winner need not be present to win. One entry is allowed per person. For more information, visit NEC Electronics America's booth at DesignCon 2006 or go online to <http://www.am.necel.com/promo>.

### **About the Microsoft Xbox 360 Video Game and Entertainment System**

Xbox 360 is the most powerful video game and entertainment system ever created, delivering the best games, the next generation of the premier Xbox Live® online gaming service and other unique digital entertainment experiences. The Xbox 360 system's powerful graphics controller leverages NEC Electronics' 90-nm embedded DRAM technology to help deliver its exceptional graphics performance.

**About NEC Electronics America, Inc.**

NEC Electronics America, Inc., headquartered in Santa Clara, California, is a wholly owned subsidiary of NEC Electronics Corporation (TSE: 6723), a leading provider of semiconductor products encompassing advanced technology solutions for the broadband and communications markets; system solutions for the mobile, PC, automotive and digital consumer markets; and platform solutions for a wide range of customer applications. NEC Electronics America offers a local manufacturing facility in Roseville, California, and the global manufacturing capabilities of its parent company. NEC Electronics America is also the North American marketing and sales channel, specializing in industrial applications, for active-matrix LCDs from NEC LCD Technologies, Ltd., a global leader in innovative display technologies. More information about the products offered by NEC Electronics America, Inc. can be found at <http://www.am.necel.com>.

###

NEC Electronics is either a registered trademark or trademark of NEC Electronics Corporation in the United States and/or other countries. Project Gotham Racing 3 is a registered trademark of Bizarre Creations Ltd. All other registered trademarks or trademarks are property of their respective owners.