

Sharp Signs EUROTOP Sponsorship Agreement with UEFA

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The UEFA European Football Championship is a tournament involving European national teams and is held once every four years. The qualification phase for UEFA EURO 2012™ has been under way since August 11, 2010 and the final tournament will culminate in the final match on July 1, 2012. The previous tournament, UEFA EURO 2008™, was broadcast around the world to a cumulative global TV audience of 6.6 billion viewers in 231 countries. It has truly become a world-class sports event.

During the tournament, in addition to having its corporate identity on pitch-side advertising boards in all stadiums, Sharp will implement AQUOS LCD TV and solar related product advertisements that use the tournament logo and will also have advertising banners on the UEFA EURO 2012™ official web site as a part of its marketing campaign.

Sharp hopes that by signing a EUROTOP sponsorship agreement with UEFA, it will be able to strengthen its brand image as an environmentally advanced company, and expand its businesses throughout Europe and the rest of the world.

UEFA EURO2012™ Summary:

Sponsored Events:

UEFA EURO 2012™
UEFA European Under-21 Championship 2011™ & 2013
UEFA European Women's Championship 2013™
UEFA European Futsal Championship 2012™

Sponsorship Duration: August 31, 2010 to December 31, 2013

Target Location: The entire world

Tournament Duration:

Qualification Phase: 240 matches from August 11, 2010 to November 2011

Final Tournament: 31 matches from June 8, 2012 to July 1, 2012

Final Tournament Venues: Poland (4 stadiums) and Ukraine (4 stadiums)

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For further information please visit

www.sharp.eu

www.youtube.com/user/SharpEurope

www.facebook.com/SharpEurope

www.twitter.com/Sharp_IFA

Sharp IFA iPhone App: <http://itunes.apple.com/us/app/sharp-ifa-2010/id385731762?mt=8>

Sharp's environmental commitment

With its global environment strategy, Sharp has made environmental protection an integral part of its corporate culture. What we call the Sharp Super Green Strategy covers the production of energy-saving and energy-generating products in ecologically advanced plants, along with responsible recycling. One of the company's main aims on the road to becoming an "environmentally advanced company" is to significantly reduce both direct and indirect CO₂ emissions in our operations and products. Throughout the world, Sharp has defined environmental standards that apply to all our plants and products, and these are being continuously revised and dynamically improved.

You can find more information about Sharp's environmental activities on the Sharp Green Site at www.sharp.eu/green_site and the Environmental and Social Report at <http://www.sharp-world.com/corporate/eco/index.html>.