SHARP’S DELIVERS COMFORT-TO-GO WITH ULTRA-QUIET PORTABLE AIR CONDITIONER

ORLANDO, FL, January 13, 2005 -- Expanding its air conditioner offerings beyond fixed window units, Sharp is debuting a standalone portable air conditioner, model CV-P09FX, at the 2005 International Builders’ Show®. This powerful air conditioner features a stylish design and ultra-quiet operation that will integrate seamlessly into any room in the house. With robust cooling capabilities, the CV-P09FX offers consumers a convenient and effective way to supplement central air conditioning systems in rooms that need additional cooling.

“Our new portable air conditioner is a simple and flexible way for consumers to beat the heat anywhere in the house,” said Bob Scaglione, senior vice president, Consumer Electronics Marketing Group, Sharp Electronics Corporation. “Consumers actually feel a cool blast when the unit is turned on, which is a rare feature for a portable unit. It’s also extremely quiet, making it perfect for the bedroom on a hot summer night.”

The CV-P09FX has true 9,000 BTU cooling power (based on ASHRAE* 128 standards) and a Mega Cool mode that delivers a refreshing wave of cool air at 280 cubic feet per minute. Operating at only 36 dB in the low mode, it adds very little to the ambient noise in a room so that users don’t sacrifice a night’s sleep trying to stay cool.

The versatile unit also includes Sharp’s proprietary Plasmacluster® technology that is featured in Sharp’s air purifiers, as well as a dehumidifier mode that can handle up to 60 pints of water per day. A remote control with an easy-to-read LCD screen allows users to adjust settings from across the room without leaving the comfort of their chair or bed and can be stored on the unit when not in use. The CV-P09FX features an elegant design with air inlets located on the front and sides of the unit so that it can be positioned flush against a wall.

The CV-P09FX portable air conditioner will be available for a Manufacturer’s Suggested Retail Price (MSRP) of $699.99.

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*ASHRAE is the American Society of Heating, Refrigeration and Air-Conditioning Engineers

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