



News Release

COOLING & HEATING SOLUTIONS

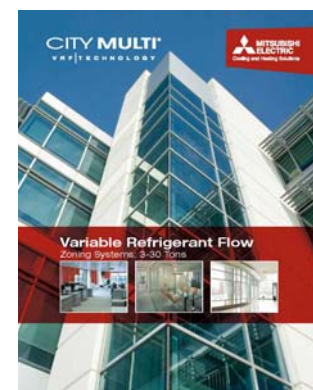
MITSUBISHI ELECTRIC RELEASES NEW RESIDENTIAL, COMMERCIAL PRODUCT CATALOGS

SUWANEE, Ga., October 6, 2010 – [Mitsubishi Electric Cooling and Heating Solutions](#) has released updated editions of its VRF and INVERTER-driven split-ductless and ducted product catalogs, which feature information on its full line of commercial and residential cooling and heating systems, product specifications and product introductions.

“The new product catalogs feature updated information about new advancements to all of our residential and commercial systems, such as the new additions to the M- and P-Series indoor and outdoor units,” says Mike Smith, senior marketing manager, [Mitsubishi Electric Cooling and Heating Solutions](#). “The new line of brochures provides user-friendly information on product features, applications and benefits.”

“The literature incorporates a uniform aesthetic, using innovative visual elements to show the products and applications in a more cutting-edge and forward-thinking light. The visual elements showcase the entire line of commercial and residential products in a way that is both stimulating and easy to understand,” Smith explains.

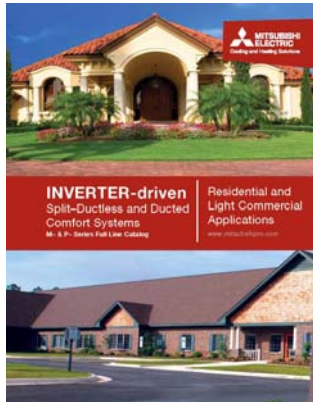
A great tool for HVAC contractors, mechanical engineers and other professionals involved with the HVAC specification process, the new VRF catalog (pictured right) focuses on innovations to Mitsubishi Electric’s commercial product line. The catalog showcases solutions for buildings of any size, as well as the extensive CITY MULTI® Controls Network (CMCN) family of products and the first-of-its-kind meZO™ iPhone and iPod Touch controller application. These tools work together to create an ideal, user-friendly solution to any commercial cooling or heating need.





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Likewise, the new Mitsubishi Electric INVERTER-driven split-ductless and ducted systems catalog (pictured left) is an ideal resource for residential HVAC contractors and engineers. Showcasing the products in the M- and P- Series lines, this catalog presents every option for residential and light commercial cooling and heating requirements. The innovative zoning technology allows for variable temperature throughout the residence.

“We are committed to providing our customers with high-quality products that incorporate the latest innovative technologies for efficient cooling and heating,” says Smith. “We hope that those who are interested in the innovative uses of Mitsubishi Electric cooling and heating technology will use the new catalogs as a resource for all of their product needs.”

For more information about Mitsubishi Electric Cooling and Heating Solutions products and technology, please visit www.mehvac.com.

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About Mitsubishi Electric Cooling and Heating Solutions

For 30 years, Mitsubishi Electric Cooling and Heating Solutions, with headquarters in Suwanee, Ga., has been a leading marketer of intelligent air-conditioning and heating technology, manufactured by its parent corporation, Mitsubishi Electric. The Division’s market distribution includes North America, Latin America, the Caribbean and Bermuda. In 2010, Mitsubishi Electric HVAC’s VRF Hyper-Heat INVERTER technology received a Top Product award from *Building Operating Management* magazine. In 2009, Mitsubishi Electric’s Mr. Slim® M-Series was chosen as one of *Building Products* magazine’s Green Product award winners and the Mr. Slim Hyper-Heat INVERTER system was chosen as a winner of *Architectural Product’s* annual Product Reports. Additionally, the CITY MULTI® VRF system was judged a Product of the Year Gold Award winner in the HVAC/R category by subscribers of *Consulting-Specifying Engineer (CSE)*, the Mr. Slim® P-Series Hyper-Heat INVERTER systems received a Readers’ Choice Award from *Building Products* magazine and CITY MULTI received Honorable Mentions in the HVAC Commercial Equipment and Dealer Design award competitions from *ACH&R News*. In 2008, Mitsubishi Electric HVAC not only received a Top Products Award from *Building Operating Management* for its P-Series four-way cassette, but its Mr. Slim MSZ-FD09/12NA was voted #1 in the *Contracting Business* HVAC Comfortech Product Showcase Awards in the Forced Air Heating category.

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