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Mitsubishi Electric Cooling & Heating Launches National Multimedia Ad Campaign

SUWANEE, Ga., May 24, 2011 – On May 13, millions of people across the country began to see new ads from [Mitsubishi Electric Cooling & Heating \(Mitsubishi Electric\)](#) on TV, in print and online as the HVAC ductless leader rolled out its new “Split Personality” campaign.

The new light-hearted creative showcases a homeowner’s split personalities – one who wants to be comfortable and the other who wants to save money – physically battling each other, with Mitsubishi Electric’s ductless unit offering an efficient solution for staying cool that pleases both “sides.” This ad creative is meant to drive consumer business to contractors by increasing homeowner awareness of Mitsubishi Electric’s energy-efficient ductless technology.

“We wanted the ad campaign to be relevant to both consumers and contractors,” said Joe Mastroianni, chief marketing officer, Mitsubishi Electric Cooling & Heating. “Our goal was to communicate Mitsubishi Electric’s product benefits in an entertaining, attention-grabbing way. They offer a great jumping off point for contractors to communicate advantages of ductless systems to the consumer, greatly expanding selling opportunities.”

The broadcast ad campaign also introduces Mitsubishi Electric’s new brand logo and the “Live Better” brand promise that reflects Mitsubishi Electric’s commitment to producing cooling and heating systems that make homeowners’ lives more comfortable.

The media buy for the new campaign is the largest of its kind in the category and marks Mitsubishi Electric’s network television debut, creating more exposure for the product

(more)

than ever before. “We’re confident in the breakthrough potential of the ‘split personality’ campaign to help us reach new national levels of awareness with engaging content and creative that’s memorable to our target audience,” said Mastroianni.

The new campaign can be seen in a wide variety of media, including television ads during prime time shows on Fox, ABC and CBS, as well as on cable outlets such as HGTV and the DIY Network. Print ads will run in top home and remodeling publications, such as *Better Homes and Gardens* and *Southern Living*, and online on websites such as ThisOldHouse.com.

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

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About Mitsubishi Electric Cooling & Heating:

For more than 30 years, Mitsubishi Electric Cooling & Heating, 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 2011, the Dedicated Outdoor Air System received a first place AHR Innovation award in the ventilation category, and the VRF H2i[®] Y-Series and the Hydronic Heat Exchanger both received honorable mentions in the heating category and green building category, respectively. In 2009, 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)*. Mitsubishi Electric’s 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 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. Follow Mitsubishi Electric on [Facebook](#), [Twitter](#) and [YouTube](#).

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