

Mitsubishi Electric Cooling & Heating Inks Sponsorship Deals With Golfers Fred Couples and Fred Funk

SUWANEE, Ga., January 18, 2012 – [Mitsubishi Electric Cooling & Heating](#) (Mitsubishi Electric) announced today that it has signed a three-year sponsorship agreement with [PGA TOUR](#) and [Champions Tour](#) golfer [Fred Couples](#) (pictured below, left) and has extended its sponsorship agreement with Champions Tour golfer [Fred Funk](#).

Couples and Funk will star in a total of four Mitsubishi Electric Cooling & Heating [commercials](#) airing on the Golf Channel[®] and other cable and network stations. The two veteran golfers will also promote the Mitsubishi Electric Cooling & Heating brand by displaying the company logo on their shirts during golf tournaments and by appearing at several Mitsubishi Electric events. Funk will also feature Mitsubishi Electric Cooling & Heating logo on his golf bag.

The sponsorship agreement with Couples officially begins on February 1, 2012, and will be in effect through March 31, 2015. Funk's sponsorship, which first began in April 2011, has been extended through March 31, 2013.



“We are pleased to be entering into this agreement with Fred Couples and to be extending our relationship with Fred Funk,” says Bill Rau, senior vice president and general manager, Mitsubishi Electric Cooling & Heating.

“Both golfers are perfect ambassadors for Mitsubishi Electric Cooling & Heating; they are leaders and champions in their field.”

A longtime competitor on the PGA TOUR, Couples made his debut on the Champions Tour in 2010. He is a winner of 15 PGA TOUR events, six Champions Tour events and 36 additional professional events, including the 1992 [Masters Tournament](#), the 1984 and 1996 Players Championship and the 2011 [Senior Players Championship](#). He is also the captain of the [U.S. Presidents Cup](#) team and led the U.S. to victory in both 2009 and 2011. Couples was named the PGA Player of the Year in 1992 and was twice named PGA TOUR Player of the Year. Couples

has been a professional golfer since 1980 and joined the PGA TOUR in 1982. He currently resides in Palm Springs, Calif. Couples will wear the Mitsubishi Electric Cooling & Heating logo on the left front of his shirt.

Funk (pictured right) is a Top 10 competitor on the Champions Tour and participates in select PGA TOUR tournaments during the year. He is a winner of eight PGA TOUR events, including the 2005 Players Championship, and six Champion Tour wins, which include three majors and the 2008 Mitsubishi Electric Championship at Hualalai.



Funk has been a professional golfer since 1981. He currently resides in Ponte Vedra Beach, Fla., with his wife and their three children. Funk wears the Mitsubishi Electric Cooling & Heating logo on his right shirt collar.

The sponsorship agreements with Couples and Funk are the most recent additions to Mitsubishi Electric's long-standing relationship with professional golf. Mitsubishi Electric has been a PGA TOUR sponsor since 2007 and in 2009 became the title sponsor for the [Mitsubishi Electric Championship at Hualalai](#).

Mitsubishi Electric and the PGA TOUR recently announced an extension of their official marketing partnership and title sponsorship of the Champions Tour's season-opening Mitsubishi Electric Championship at Hualalai through 2015. The Mitsubishi Electric Championship at Hualalai is scheduled for Jan. 16 - 22, 2012, and features an elite field of the past two seasons' tournament champions and the past five years' senior major championship winners.

“We are pleased to be extending our relationship with professional golf even further with Couples and Funk,” says Joe Mastroianni, chief marketing officer, Mitsubishi Electric Cooling & Heating. “As his competitors know, Fred Funk is a straight shooter and one of the straightest drivers to ever play golf. And Fred Couples – he is the personification of cool and comfortable.”

To learn more about Mitsubishi Electric Cooling & Heating, visit www.mehvac.com. To view the Fred Funk and Fred Couples commercials, check Mitsubishi Electric's [Facebook](#) page often for updates.

About Mitsubishi Electric Cooling & Heating

For more than 30 years, Mitsubishi Electric Cooling & Heating, a division of Mitsubishi Electric & Electronics USA, Inc. headquartered 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 1982, Mitsubishi Electric was the first to introduce its state-of-the-art split-ductless air conditioners and heat pumps in North America. The company soon expanded, adding to its product line CITY MULTI® variable refrigerant flow (VRF) zoning heat pump systems that use INVERTER technology and offer simultaneous cooling capabilities; compressors; and a full line of air-conditioning accessories. Mitsubishi Electric Cooling & Heating products have won numerous awards for innovation and excellence, including the 2012 BuildingGreen Top-10 Products Award for split-ductless and VRF systems and the 2011 AHR Expo Product of the Year Award for the Dedicated Outdoor Air System. For more information, visit www.mehvac.com or follow Mitsubishi Electric on [Facebook](#), [Twitter](#) and [YouTube](#).

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