

August 26, 2010

Verbatim®

## “Let’s Enjoy the World’s Best! Campaign” Begins Tie-up of Comedian Teruyuki Tsuchida and World's #1<sup>\*1</sup> Viewed Drama “CSI:”



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Mitsubishi Kagaku Media Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Shigenori Otsuka) will implement the “Let’s Enjoy the World’s Best! Campaign” from September 1 of this year to coincide with the release of optical disc for video products under the company’s Verbatim brand. The campaign is a tie-up of the comedian Teruyuki Tsuchida and the popular American television drama “CSI”.

The campaign has appointed comedian Teruyuki Tsuchida, with his deep knowledge of consumer electronics, to the role of advertising captain to introduce Verbatim optical disc for video products as “Tsuchida Recommended!” in shop commercials, posters, POP and product stickers. An internet campaign featuring Mr. Tsuchida will start simultaneously.

Furthermore, in connection with Verbatim’s global number 1<sup>\*2</sup> share by brand for recordable optical discs, campaign pack products<sup>\*3</sup> that include a novelty DVD (not for sale) of the world’s #1 viewed television drama “CSI: Crime Scene Investigation”, will be launched from September 1<sup>\*4</sup> in collaboration with the overseas drama channel AXN. This novelty DVD is a compilation of the two broadcast episodes<sup>\*5</sup> “CSI 12 Hours Grave Danger: Vols. I & II” planned and directed by Academy Award-winning film director Quentin Tarantino, along with promotional clips. In addition, television commercials for this campaign will be shown on AXN, the broadcaster of the three “CSI” series.

- ※1. Euro Source survey
- ※2. 2005-2009; the largest market share of the recordable CD/DVD/BD sold worldwide by brand for five consecutive years (according to the SCCG/JRIA data)
- ※3. 3 BD-R LTH TYPE products, 1 BD-RE product, 1 BD-R DL product, and 1 DVD-R product (total 6 products) for video recording.
- ※4. The introduction circumstances of CSI campaign packs will differ by store.
- ※5. The last 2 episodes of “CSI: Crime Series Investigation, Season 5” were nominated for “Outstanding Directing for a Drama Series” in the 57th Emmy Awards (2005).

Through the supply of products that consist mainly of recording media, Verbatim changes relationships among “People and People, People and Things, People and Ideas”, ensuring reliable, pleasant and rich ones.

#### **What is Verbatim?**

Mitsubishi Kagaku Media Co., Ltd. (MKM) is the global brand marketing its products in more than 120 countries around the world. Verbatim was born in 1969 in the State of California in the United States. Mitsubishi Chemical Corporation (known as Mitsubishi Kasei Corporation at that time), the parent company of MKM, purchased Verbatim in 1990. In Latin verbatim means “word for word”, and has been used since the company’s founding in 1969 to illustrate the principle of accurate, error free recording of data.

#### **What is “CSI:”?**

“CSI:” is a crime suspense drama directed by Hollywood master Jerry Bruckheimer. It started in America in 2000 with “CSI: Crime Scene Investigation” set in Las Vegas, which then led to the spin-offs “CSI: Miami” in 2002 and “CSI: NY” in 2004. All have been big hits. “CSI: Crime Scene Investigation” is viewed across the world by 84 million people and, in addition to being crowned with the number 1 television ratings in the USA, was also chosen in 2007 as the “Most Watched Television Series in the World<sup>※</sup>.”

※Euro Source survey                      Launch/Marketing: Kadokawa Pictures <http://watch-csi.jp>

#### **What is AXN?**

AXN is the overseas drama entertainment channel of Sony Pictures Entertainment. The channel has broadcast all 3 series of the hugely popular crime suspense drama “CSI:”. AXN can be viewed on nationwide cable television, SKY PerfecTV!, e2, and broadband TV.

AXN website: [axn.co.jp](http://axn.co.jp)

#### **For further information, please contact**

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Moreover, please direct any inquiries related to “AXN” and “CSI:” to AXN Japan, Inc. (PR Managers Sakamoto/Shono) Tel: 03-5402-1938

**<Applicable products for “CSI: Crime Scene Investigation” novelty DVD promotion>**

The manufacturer’s recommended retail prices are all left as open prices.

Labeling for all discs is White and compatible with inkjet printers (print range is wide; 22 mm -118 mm).

Product name	Speed	Recording time	Model No.	Disc contained	Specifications	On-sale date
BD-R LTH TYPE for Video 25GB	1-4 speed	Terrestrial digital 180 min BS digital 130 min	VLR130YP5V1	5 pcs	5mm case	September 1
			VLR130YP10V1	10 pcs		
			VLR130YP20SV1	20 pcs	Spindle case	
BD-RE for Video 25GB	1-2 speed		VBE130NP10V1	10 pcs	5mm case	
BD-R DL for Video 50GB	1-4 speed	Terrestrial digital 360 min BS digital 260 min	VBR260YP5V1	5 pcs	5mm case	
DVD-R for Video CPRM 4.7GB	1-16 speed	(Standard) 120min	VHR12JP50V1	50 pcs	Spindle case	