



Sharp Corporation joins the global Earth Hour initiative

Sharp Corporation of Australia will join the global Earth Hour movement on March 27, 2010 when the company's eco-friendly LED illuminated advertising sign at North Sydney will be switched off at 8.30pm and remain switched off for the entire night.

Created in 2007, Earth Hour drives to create awareness about the effect of global warming and uses the simple task of turning off lights, for one hour, to deliver the powerful message.

Situated on top of a landmark building in Lavender Street, the Sharp sign is 18 metres long and three metres high and is illuminated using the latest energy efficient LED (Light Emitting Diode) technology. LED uses 65% less energy than neon signs, is totally silent, requires less maintenance, and does not require neon gas disposal when it is replaced.

Deputy Managing Director of Sharp Corporation Australia, Denis Kerr, says the LED sign is another example of Sharp's commitment to its 'Super Green Strategy', which aims to eliminate energy waste through its products, technologies and factories. This commitment extends as far as Sharp's LCD factory in Kameyama, Japan which generates one third of the total electricity used in the factory via solar panels. Although vast quantities of water are required in producing LCD panels, 100 per cent of the water expelled by the factory is recycled.

"Earth Hour is a great initiative and it is pleasing to see world cities following Sydney's stance against global warming. All of these energy reducing and eco-friendly attributes reflect Sharp's global positioning of reducing greenhouse gases and working towards more environmentally friendly outcomes" said Mr Kerr.

Sharp's environmental future is getting brighter. Sharp was recently awarded the project to design and build a 330kW Solar Power Station in Ballarat which is one of two solar parks under the \$42 million Central Victoria Solar City project, an aspect of the Solar Cities Programme.

Sharp is also constructing one of the world's largest thin-film solar cell plants in Sakai city, Osaka Prefecture, Japan, which is scheduled to come on line by March 2010, embodying the solar commitment that Sharp has demonstrated for decades.

For more information regarding Sharp and their environmental products visit www.sharp.net.au.

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