



Cooling and Heating
systems that deliver
air as pristine as
the world's most
refreshing places.

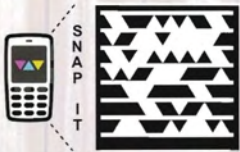


A breakthrough
in pure comfort.

MITSUBISHICOMFORT.COM

“It’s quiet,
it’s efficient...
you don’t
even know
it’s there.”

EVELYN KENNEDY
Gales Ferry, Connecticut



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THE QUEST FOR ULTIMATE COOLING AND HEATING AIR

There are places in faraway corners of the world where air is more pristine... more refreshing...where ultimate comfort awaits anyone who dares to find it.

What if one of these places was your home? Introduce yourself to Mitsubishi Electric Cooling and Heating Solutions.

Our quest for creating air as pristine as the world's most refreshing places has helped us develop a breakthrough solution – cooling and heating so remarkable it's like nothing you've ever experienced. Until now.

JOIN THE ECO-COMFORT REVOLUTION

Mitsubishi Electric Cooling and Heating Solutions give you the most advanced technology that allows you to enjoy more precise comfort in one or multiple rooms – while saving on energy bills and contributing to a greener planet.

Unlike traditional ducted systems, our systems give you the flexibility to transform any room into an oasis of comfort. So now you can enjoy precise temperatures in sunrooms, workspaces, bedrooms, garages – we even have whole home solutions.

Because our systems allow you to control the temperature in individual rooms, you avoid the energy waste of having to cool or heat rooms you are not using.

Mitsubishi Electric cooling and heating systems are known as the top choice among contractors and consumers. We're the most trusted brand for reliability, service and support – offering more advanced technology and more solutions to save energy while improving comfort.





“ At 22 SEER,
the efficiency
just knocked
everybody
out of the
ballpark.”

THE BAHUNS
Kettering, Ohio

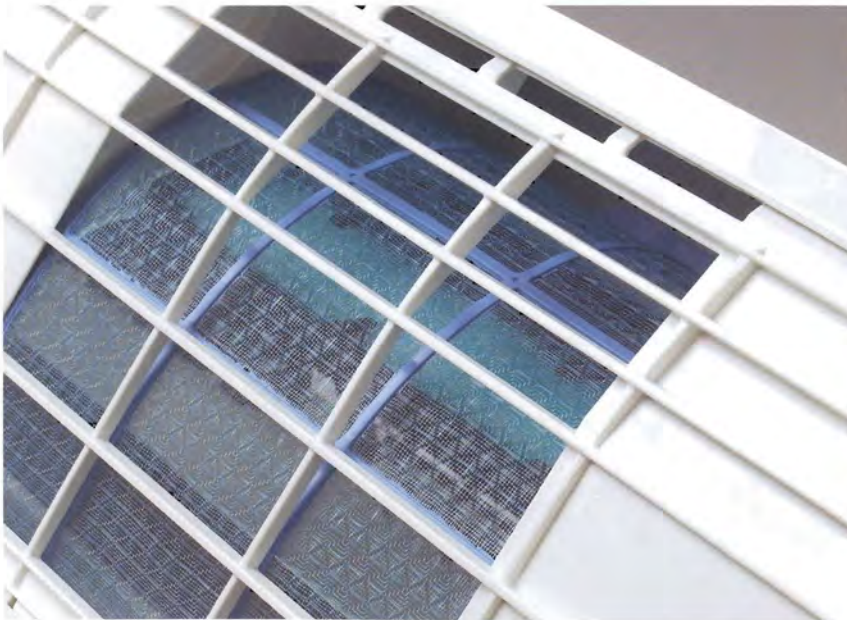


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ALLERGEN FILTRATION FOR CLEANER, HEALTHIER AIR

It's a fact that surprises many people. The air quality inside your home is often worse than the air quality outside. Mitsubishi Electric cooling and heating systems use a sophisticated multi-part filter system to remove contaminants such as allergens, viruses and bacteria from the air as it circulates within a room.

The hybrid catechin filter absorbs odor-causing gases. A blue-enzyme, anti-allergen filter reduces germs, bacteria and viruses and helps trap dust, pollens, mites and other particles that plague allergy sufferers. As a result, you enjoy pristine air 24/7.



Although the filtration system is sophisticated, it's easy to clean and maintain. You can do it in a matter of minutes. With regular cleaning, these filters can last up to 10 years. That not only saves money but is also good for the environment.

OUR GREEN TECHNOLOGY IS FRIENDLY TO YOU AND THE PLANET

Mitsubishi Electric is at the forefront of the green movement. Our systems use an environmentally friendly R410A refrigerant that lessens impact on the ozone. And up to 83% of the components used to make our systems are recyclable. What's more, because our systems help you reduce your energy consumption, you are doing your part to leave less of a footprint on the environment.

In 2009, Mitsubishi Electric was given the GREEN PRODUCT award by the industry leading publication *Building Products* magazine. We were one of only 16 products to receive this award for energy efficiency, resource efficiency and health and comfort.



“ I could control
the rooms I
use the most.
My bills were
as low as \$75
...before it was
typically \$300.”

RICHARD LOSTRILITO
Rockville, Maryland



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COMFORT IN EVERY ROOM

Mitsubishi Electric cooling and heating systems give you options to enjoy ultimate comfort in any room in your house. Wall-mounted indoor units allow you to control temperatures in individual rooms. Ducted units disappear in your ceiling. You even have the option of a floor-standing unit if that works best for your space.



DESIGNED TO FIT YOUR LIFE

Life is constantly changing. And these changes can affect how you use your home. Maybe your kids move out. Or you decide to work from home. Maybe you decide you need a movie room. Or a playroom. Or a sunroom. Or an addition over the garage.

Mitsubishi Electric cooling and heating systems can help you enjoy ultimate comfort, no matter what changes you are dealing with in your home.



- ▶ Do you live mostly in three or four rooms in your house? Now you can save energy by turning down the thermostat and using zone control to keep the spaces you use most at your ideal temperature.
- ▶ Have you decided to work from home or adding a playroom? Converting the room over your garage or your basement into a comfortable space is now possible.
- ▶ Do you have a new hobby? Achieving the perfect temperature in the attic that you turned into an art studio is finally possible.

No matter what events occur in your life, Mitsubishi Electric cooling and heating systems give you the flexibility to adapt. As a result, you can enjoy ultimate comfort and energy efficiency – even as you change the way you use your house.



ENERGY EFFICIENCY SAVES YOU MONEY

Mitsubishi Electric cooling and heating systems are dramatically more efficient than traditional systems. Mitsubishi Electric INVERTER-driven compressor technology ensures the unit uses only the exact amount of energy needed to cool or heat an area by automatically sensing and responding to changes in the area without the unit turning on and off. As a result, the cooling unit is up to 40%* more efficient than standard window units. And our units rank among the highest in energy saving systems on the market (up to 26 SEER). All this means you reduce your energy consumption and can save money on your energy bill.

Installing Mitsubishi Electric systems may qualify you for utility rebates and state or local government rebates or tax credits. Mitsubishi Electric has the most efficient models in the industry, with 29 ENERGY STAR® rated models and 19 that qualify for a 2011 federal tax credit of up to \$300.



Go to mitsubishicomfort.com/taxcredit to learn more.

*Mr. Slim ductless model MSZ-FE09NA with INVERTER compressor, ARI rated at 15.5 EER, compared to base model room air at 9.8 EER. Units operating at 2,000 hours per year. Results for actual energy savings may vary depending on conditions of usage, electrical supply service, and local weather conditions.

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EASE OF INSTALLATION WITH NO MESS OR DISRUPTION TO YOUR LIFE

One of the great things about the Mitsubishi Electric cooling and heating system is its ease of installation. A qualified contractor can usually install it in about a day. There is no ductwork required, so you don't have to worry about creating a big mess, interrupting your life or costly remodeling expenses – while maintaining the architectural integrity of your home.



The sleek indoor unit mounts discreetly in the space, and refrigerant lines connect it to the outdoor unit through a small 3" hole. Some of the outdoor units can handle up to eight indoor units, so you can enjoy ultimate comfort and independent comfort control in multiple rooms.

HOW IT WORKS

Thanks to our advanced INVERTER-driven compressor technology, you can achieve consistent temperatures throughout your space – while saving energy – during both the summer and winter months.

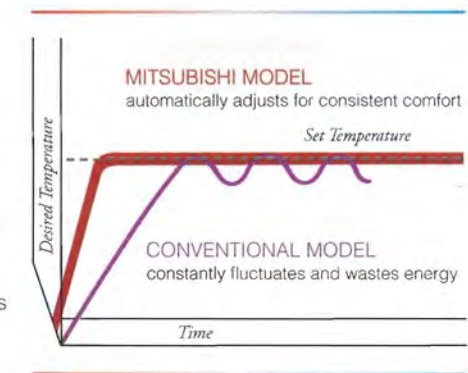
Here's how it works: the compressor speed is controlled to maximize efficiency, changing speeds according to the cooling or heating needs of your room(s). Like a car's cruise control, the system varies the compressor speed, which reduces power consumption for energy savings. This is different from conventional systems, which start and stop repetitively, wasting energy.

This is just one of the technology advances that make the Mitsubishi Electric systems superior to other options.

Another example is, our i-see™ Sensor which automatically detects the temperature of troublesome regions closer to the ceiling and the floor. It scans the room and makes adjustments based on the ambient temperature readings. This process ensures that you always enjoy ultimate comfort.

The advances in the heating performance of our units is unmatched in the industry. Our H2i® technology can heat your space effectively even when temperatures outside are down to -13° F. Our Hot Start technology provides hot air from the start with no drafts.

What's more, both the outdoor and indoor units operate quietly. The indoor units can operate as low as 19dB – that's quieter than a human whisper. It's easy to control your comfort. Just use the wireless remote to get your perfect temperature from the palm of your hand – with the touch of a button. Or if you prefer, you can choose an optional wired, wall-mounted controller.





WHY MITSUBISHI ELECTRIC?

Mitsubishi Electric has defined cutting-edge technology for three decades. No one surpasses the brand's exceptional performance for quiet, easy-to-use and energy efficient cooling and heating systems. With our commitment to being green, we offer more systems than ever that meet ENERGY STAR® standards.



Because every product carries the Mitsubishi Electric name, you know they are built to last. That's why our systems are praised by customers and are the number one choice of contractors. Bottom line, Mitsubishi Electric cooling and heating systems deliver the ultimate in comfort control for your home, improving the quality of your family's life in ways no other product can.

Competitive Chart

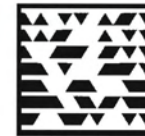
| | Mitsubishi Electric | Competitor F | Competitor L | Competitor S |
|---|---------------------|----------------|----------------|----------------|
| Number of ENERGY STAR® Rated Systems | 29* | 8 | 10 | 6 |
| Number of Tax Credit Qualifying Systems | 19 | 6 | 8 | 2 |
| SEER Ratings | 15 - 26 | 13.5 - 26 | 13 - 19.7 | 16 - 20 |
| Btu/h Ratings | 9,500 - 36,000 | 8,500 - 33,100 | 9,000 - 30,000 | 9,000 - 31,400 |
| HSPF Ratings | 8.9 - 10.5 | 8.2 - 10.55 | not available | 8.8 - 10.0 |

*Some system meets ENERGY STAR qualification levels but are awaiting EPA approval through new qualification process



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on energy costs...
and we have
a greater
comfort zone.”

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