



PRESS RELEASE

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RUNCO LAUNCHES BROADEST LINE OF 1080p PROJECTORS IN THE HOME THEATER MARKET

Seven New High Performance 1080p Models to Debut at CEDIA EXPO 2006.

Denver, CO – CEDIA EXPO 2006 – September 13 - 17, 2006 – Booth # 141 – Solidifying its leading position in the high-end home theater market, at CEDIA EXPO 2006, Runco International will launch their highly anticipated line of single-chip and 3-chip state-of-the-art 1080p native resolution (1920 x 1080) DLP™ projectors and will showcase the exclusive demo of a 3-chip 1080p projector with CineWide™ technology in the Runco theater on the show floor.

A total of seven new 1080p projectors are being launched, rounding out the broadest projector line in the home theater market. Each new model is offered with Runco's exclusive CineWide and/or CineWide with AutoScope™ technology as an available option. Retail pricing ranges from just \$11,995.00 for the single-chip DLP Reflection™ Series model to \$115,000.00 for the most sophisticated 3-chip DLP Video Xtreme™ machine when equipped with the CineWide with AutoScope option and Runco's most advanced McKinley anamorphic optics.

Company President Bob Hana outlined Runco's strategy for providing dealers a complete spectrum of 1080p product choices, *"Our goal is to offer our dealers 1080p solutions across the board in terms of price points, product features and performance, and the ability to spec the right product for every installation challenge they encounter. With our new 1080p portfolio, we are providing the product assortment they need to retain their competitive advantage."*

"Each of these 1080p products has been engineered to Runco's exacting standards for the highest levels of video performance, and include Runco's industry leading Vivix™ video processing."

The result is stunning 1080p imagery that can take full advantage of the emerging HD DVD and Blu Ray high definition DVD technologies coming to market. In addition, Runco's careful attention to scaling algorithms results in the finest reproduction of standard NTSC source material without picture degradation," Hana added.

Runco's new 1080p model lineup begins with two models in the Reflection Series, the RS-1100 and RS-1100 Ultra, both incorporating single-chip DLP based light engines engineered and calibrated for the finest video reproduction and certified to comply with the Imaging Science Foundation™ (ISF) exacting standards for excellence in picture quality. The RS-1100 and RS-1100 Ultra feature Runco's proprietary SuperOnyx™ light engine and Selectable Lamp Intensity Control™ (SLIC™) which provides two selectable lamp intensity levels to allow maximum flexibility for screen size, ambient light conditions, brightness and contrast balance, and preservation of usable lamp life.

The RS-1100 Ultra offers six CinOptx™ Proteus and Telesto premium grade lens options with a range of different throw distances. Features such as O-Path™ light path enhancement technology and AxiShift™ technology with a motorized horizontal and vertical lens shift system help resolve even the most challenging projector placement issues. Both of these products will set the standard for single chip 1080p DLP performance, representing the pinnacle in their product category.

Runco's no-compromise Video Xtreme portfolio is now expanded with the addition of five 1080p models. Designed and engineered with proprietary technologies, the Video Xtreme Series will include two new single-chip 1080p DLP projectors and three new 3-chip 1080p DLP projectors. All Video Xtreme projectors are paired with a new version of Runco's acclaimed DHD controller, the DHD-2 which is engineered for optimal 1080p performance with the new projectors. The VX-55d, the flagship of the Video Xtreme line will demonstrate its performance, features, and screen-filling power in the Runco Theater on the show floor, booth number 141.

All of these new Runco 1080p models will be on display in Runco's dealer presentation and training room #501 in the Denver Convention Center. In addition, select products will be demonstrated in the Runco theater at booth #141. Every new model in the fall lineup will be available by October, with some models already shipping.

Please log on to www.castercomm.com for up to the minute CEDIA news from Runco.

For more information on Runco International, Inc., please visit www.runco.com.

Founded in 1987 and currently headquartered in Union City, California, Runco International, Inc is a market leader in state-of-the-art projection systems, flat-panel plasma monitors, video processors and other components for the consumer market. Runco's innovations have won numerous awards and citations from the world press. Runco was the first company to introduce and market a line doubler with a multi-frequency projector in 1990 and also introduced the first multiple-aspect-ratio controller, the ARC-IV, to the Home Theater market. Recently, both of these features have become essential for the new digital high definition capable televisions.

Reflection, SuperOnyx, Selectable Lamp Intensity Control, and ViViX, are trademarks of Runco International. Digital Light Processing, DLP and DMD are trademarks of Texas Instruments. ISF is a trademark of the Imaging Science Foundation.

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