



Official HDTV of the PGA TOUR

## Mitsubishi's Rolling Showroom Arrives in Lexington on July 9th

*Newest 82" Home Theater TVs arrive in stunning new 53-foot big rig mobile showroom  
Along with high-tech gear including 3D and LaserVue technologies*

**LEXINGTON, Ky — June 10, 2009** — Pieratt's Inc. will host the local debut of Mitsubishi Digital Electronics America's rolling showroom from July 9th through July 12th. It's the first appearance in Central Kentucky for the 53-foot big rig trailer, which nearly doubles in width to 24 feet to create a 1000-square-foot showroom filled with the latest high-definition home theater and flat panel televisions.

More than 2000 people are expected to tour the mobile showroom, and Pieratt's plans to offer exclusive instant rebates ranging from \$100 to \$500 to customers who purchase a new Mitsubishi TV during the event. Pieratt's will celebrate the event with one-weekend-only coupons for discounts throughout the showrooms, along with cooking demonstrations throughout the weekend on outdoor Holland Grills and a special live broadcast by Lee Cruise of LEX 18's Live at Sunrise.

On display will be more than a dozen 1080p HDTVs, including Mitsubishi's award-winning flat panels with Unisen sound technology and large screen home theater TVs with LaserVue and 3D technology that use 1/3 the power of standard LCD HDTV's. Incorporating Mitsubishi's innovative LaserVue technology, the HDTV produces sharper, more intense colors than the typical LCD or plasma HDTV. The TVs are also thinner and lighter: A 73-inch set weighs less than 100 pounds and has a depth of less than 18 inches.

Mitsubishi's rolling showroom will open on Thursday, Friday, and Saturday starting at 10:00 a.m., and Sunday at 12:00 p.m. Pieratt's is located at 110 Mount Tabor Rd, just off Richmond Rd. For more information call (859) 268-6000.

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**Pieratt's Inc.**  
110 Mount Tabor Rd, Lexington, KY 40517 • 859.268.6000  
[www.pieratts.net](http://www.pieratts.net)



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### Fun Facts about the Mitsubishi Mobile Showroom

- Size: 53' X 28', not including a 30' sleeper cab
- Features: Mobile Internet, satellite dish, FFP LCD TVs, Blue-ray, X-Box, DLPs, media center hard-drives.
- Estimated miles per year: 50,000
- Cities it will visit: 30
- Capacity: 60
- Special Events: Retailer events, Trade shows, PGA TOUR events
- People needed manage it: 2
- How it stays cool: Three, five-ton refrigeration systems



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