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For Immediate Release

TOSHIBA/NSTA EXPLORAVISION KICKS OFF YEAR-LONG
"TOSHIBA STEMPOWERMENT PROJECT"

*-- "Mario Armstrong's DREAM, CREATE, GO! STEM Roadshow" Launches in Irvine, CA
in Conjunction with 20th Anniversary of Toshiba/NSTA ExploraVision Program,
World's Largest K-12 Science and Technology Competition --*

New York, NY, September 13, 2011 – Toshiba today announced the launch of the **Toshiba STEMPowerment Project**, a year-long campaign tied to the 20th Anniversary of the Toshiba/NSTA ExploraVision Awards, the world's largest K-12 science and technology competition. The campaign reflects Toshiba's 135-year commitment to innovation and longstanding commitment to STEM (science, technology, engineering and math) education, and to giving back to the local communities in which it does business.

The STEMPowerment Project will kick off with **Mario Armstrong's DREAM, CREATE, GO! STEM Roadshow**, a series of free events across the country designed to inspire teachers, parents and students in STEM. The first event will take place September 20th at Toshiba America Information Systems (TAIS) in Irvine, California. For registration and additional event details, visit: toshibainnovation.eventbrite.com.

STEM advocate and Emmy-Award winning media personality Mario Armstrong's DREAM, CREATE, GO! STEM Roadshow is being presented in conjunction with another longstanding Toshiba educational program, the **Toshiba/NSTA ExploraVision competition**, one of the central pillars of the company's science education initiative in North America. Since 1992, more than 287,000 students have participated in ExploraVision, in which students envision future technologies that could make the world a better place.

In the STEM Roadshow, Mario Armstrong will lead discussions about contemporary STEM role models to inspire kids, exciting academic and career opportunities in science and tech fields, as well as how programs like ExploraVision can be used by educators to motivate today's youth. Well known as a "Youth Technology Motivator," Mario is just as deeply committed to science and technology education as Toshiba – and to helping kids experience that precious "A-Ha!" moment of discovery and inspiration. There will also be an opportunity for attendees to win Toshiba prizes and chat with several past winning ExploraVision teachers who have incorporated the program into their core science curriculum.

About Toshiba/NSTA ExploraVision

ExploraVision, sponsored by Toshiba and administered by the National Science Teachers Association (NSTA), challenges teams of 2-4 students to research scientific principles and current technologies as the basis for designing innovations that could exist in 20 years. By instilling a sense of empowerment and the great potential of science, ExploraVision motivates students to excel and helps contribute to building the next generation of scientists, entrepreneurs and innovators. As the program has evolved over the past two decades, it continues to encompass a wide variety of potentially beneficial student ideas and technological innovations, always remaining true to its core mission, to encourage excellence and motivate students in STEM disciplines. Notably, in an ExploraVision first, the teacher who submits the most student projects in this year's competition will receive a Toshiba tablet PC.

The deadline for this year's program is February 1st, 2012. For more information or an application for 2012, visit www.exploravision.org or e-mail exploravision@nsta.org. Follow ExploraVision on Twitter at [@ToshibaInnovate](https://twitter.com/ToshibaInnovate) or join the ExploraVision Facebook Fan Page at www.Facebook.com/ToshibaInnovation.

Web Seminars for Teachers

In addition to the DREAM, CREATE, GO! STEM Roadshow, the Toshiba STEMpowerment Project will provide an opportunity for teachers to learn more about ExploraVision and how to use it as a tool in the classroom through a series of Web Seminars at [The NSTA Learning Center](http://TheNSTALearningCenter.org). Join the first Web Seminar, "What is ExploraVision and How Can I Use It?" on Wednesday, September 21, 2011.

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About Toshiba

The Tokyo-based Toshiba Corporation is a leading innovator and diversified manufacturer and marketer of advanced electronic and electrical products, spanning information and communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances. Toshiba employs over 14,000 people in North America and Toshiba America, Inc., is the holding company for five Toshiba operating companies in the United States.

Toshiba's U.S.-based companies and some of their chief products are as follows: Toshiba America Electronic Components, Inc. (Semiconductors, Flash Memory-Based Storage Solutions, LCD, and custom chips); Toshiba America Information Systems, Inc. (Laptop Computers, Hard Disk Drives, Telephony Products, Flat Panel LCD TVs, and portable products); Toshiba America Business Solutions, Inc. (Copiers, Facsimiles, Printers); Toshiba International Corporation (Motors, Motor Controls, Power Electronics, Power Generation Equipment, Automation); Toshiba America Medical Systems, Inc. (Computed Tomography, Magnetic Resonance, X-ray and Ultrasound); Toshiba America Nuclear Energy Corporation (Advanced Boiling Water Nuclear Reactors); Toshiba America Foundation (Supports science and mathematics education across the United States) and Toshiba of Canada, Ltd. (Made up of four operating divisions).

About NSTA

The Arlington, VA-based [National Science Teachers Association](#) (NSTA) is the largest professional organization in the world promoting excellence and innovation in science teaching and learning for all. NSTA's current membership includes approximately 60,000 science teachers, science supervisors, administrators, scientists, business and industry representatives, and others involved in science education.

About Mario Armstrong

Mario Armstrong is one of today's most popular and prominent TV and radio personalities, heard and seen regularly on CNN, "Today" Show, NPR and Sirius/XM. He's also the founder of TechTechBoom.com and a co-founder of Urban Video Game Academy.