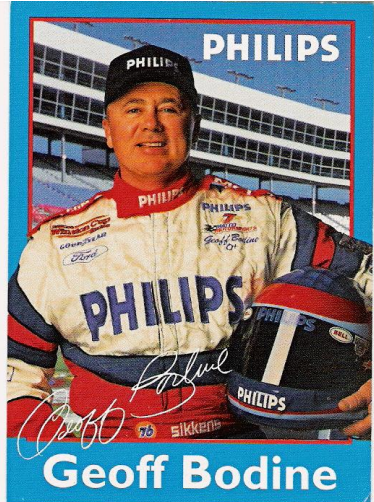


PHILIPS Will Be Primary Sponsor of Geoff Bodine's NASCAR Entry



Philips Teams Up With Mattei Motorsports; Will Be Primary Sponsor of Geoff Bodine's NASCAR Entry

DAYTONA, FLA., Feb. 12 -- Philips today announced that it has become the primary sponsor of Mattei Motorsports NASCAR Winston Cup Series car driven by Geoff Bodine. The agreement makes Philips the only consumer communications products manufacturer currently sponsoring a NASCAR entry. Bodine's #7 Ford Taurus will feature the Philips logo beginning with this Sunday's Daytona 500 Race.

"We're delighted to join forces with one of auto racing's most dynamic new ownership teams and one of its most talented drivers," said Morgan Rees, Vice President, Global Brand Management for Philips. "Our entry into NASCAR is one of the most important marketing initiatives we're implementing to promote the Philips brand in the United States."

Philips plans to use this sponsorship as part of a national promotional overlay for its retailers. Details of planned promotions, which will involve appearances by Geoff Bodine and special events at Winston Cup racing venues, will be announced shortly.

"We're excited that a worldwide consumer leader like Philips will be sponsoring our NASCAR entry," said Mattei Motorsports spokesperson Jim Mattei. "Along with the support they bring to our race team," Mattei added, "Philips' national and international reputation delivers added credibility to NASCAR. It's another exciting global opportunity for Winston Cup racing, which now holds events in Japan and is seen on television worldwide. And we expect expanded international venues in the future."

Philips partnership with Mattei in America's fastest-growing spectator sport demonstrates an expansion of Philips brand-building initiative in the United States. "As primary sponsor of Mattei Motorsports' Winston Cup Car, Philips will gain tremendous visibility with millions of NASCAR fans whose loyalty to sponsoring brands is demonstrated by their purchases," Rees added.

Philips Electronics, of the Netherlands, is one of the world's largest electronics companies, with sales of U.S. \$41 billion. With 262,500 employees in more than 60 countries, it is well known for its activities in the lighting, semiconductors and components, consumer products, professional products and systems areas including software and services.

Philips is quoted on the NYSE, London, Frankfurt, Amsterdam and other stock exchanges, and is the world's leader in lighting, color TV equipment, electronic shavers and recorded music (PolyGram).