

Hitachi Australia expands to New Zealand

02 March 2007

Continuing Hitachi's growth strategy in the region, Hitachi General Manager - Sales & Marketing, Geoff Hannaford announced the company's intentions to expand the Hitachi brand presence in New Zealand in 2007.

"The total New Zealand retail market is currently valued at NZ\$2.2 billion and the audio/visual segment in particular is dominated by two major brands, very different to the Australian market conditions, which identifies an opportunity for our company", Hannaford said.

Hitachi is currently seeking a suitable partner in the form of a sales agent who will be responsible for supporting the local business in New-Zealand and representing the Hitachi brand and values previously developed in the Australia market.

The strategy to remain a premium niche brand will be executed in New Zealand with a distribution focus on Harvey Norman and the Narta Group members, who also have expansion plans in New Zealand, supported by the interest of some of the larger non-aligned NZ retailers. The recent acquisition of Hill and Stuart by JB HiFi demonstrates the plan of the existing Narta Group members to expand to the New Zealand market in the future.

Looking forward to the development opportunities in New Zealand, Hitachi aims to embrace the cultural and local market needs and bring a new entertainment experience from one of Japan's household names in Plasma, LCD, camcorders and other categories to the consumers of New Zealand.

- Ends -

For media enquiries, please contact:

Celine Herit

Hitachi Australia Ltd.

Tel. +61 2 9888 4160

Email: cherit@hitachi.com.au

For consumer enquiries, please contact:

Hitachi Customer Service centre

Tel. 1800 448 224

Web: www.hitachi.com.au/australia

Hitachi Australia Ltd

For over 30 years, Hitachi has provided Australian industry and consumers with award winning products and services in many diverse areas. Hitachi Australia Ltd., a wholly owned subsidiary of Hitachi, Ltd., Japan, markets and manufactures a broad range of products to the Australian market including air conditioning systems for home and business; consumer electronics, home entertainment and home appliance products; products and services for power generation; semiconductors and electronic devices for Australian manufacturers of electronic products.