

**Hitachi Australia Preferred Partner of the Happy Feet DVD National
"Tap To The Beat" Events**

Tuesday 24 April 2007

Tap to the beat of Happy Feet for your chance to win a Hitachi camcorder and GPS car navigation system! Hitachi is proud to be the Preferred Electronics Partner of the Happy Feet DVD release in Australia. Awarded both an Academy Award™ and a BAFTA earlier this year, the Happy Feet movie boasts an all-star voice-cast including Nicole Kidman and Hugh Jackman. The "Tap To The Beat" events celebrate the DVD release of Happy Feet in Sydney, Melbourne and Brisbane from 28 April to 12 May.

Meet loveable penguins Mumble and Ramon and watch footage from the DVD on spectacular Hitachi 50" plasma TV's and don't miss the chance to win prizes such as Hitachi camcorders and GPS units. All kids will be encouraged to 'Tap to the Happy Feet Beat' and the most enthusiastic participants will be rewarded for their efforts. There will also be face painting and other activities around the shopping centres helping to launch the DVD of what is now the most successful Australian-made film.

For further details on the Happy Feet "Tap to the Beat" events, please visit
www.happyfeetmovie.com.au.

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About Hitachi

Setting the benchmark for quality performance and design, Hitachi has utilised its major investments in research and development to bring a unique, technologically advanced product design that is set to challenge other players in the highly competitive home entertainment market. 2006 marks both the 50th anniversary of television manufacturing for Hitachi and the 50th anniversary of television broadcasting in Australia. From strong beginnings in Plasma technology in 1999, Hitachi has become renowned for world leading technology and can boast it is one of the most technologically advanced brands on the market. Hitachi satisfies all audiences by providing superior technology in the areas of design, colour, definition and sound, on both the LCD and plasma platforms and remains one of few genuine manufacturers for both.